

SEPTEMBER 13-19, 1953

VOLUME 5

NUMBER 37

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Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(13)

- ABC - 6:30-7pm; DEBUT; The George Jessel Show; from KECA-TV(H'wood), premiere show only; beginning Sept 20, show originates from WABC-TV(NY); 20 stations live, 72 kine (18 not open yet) for B. B. Pen Co; 10 stations live, 17 kine for Gemex. Sponsors - B. B. Rol-Rite Pen Co. (starting with first show) thru Hilton & Riggio, Inc.; alternating with Gemex Watch Band Co. thru Batten, Barton, Durstine & Osborn. Prod- Mannie Manheim; Dir - Stuart W. Phelps (first show only), then Eddie Nugent; Writers - Georgie Jessel, Mannie Manheim, Sam Carlton. George Jessel stars as "Toastmaster General of the U.S." at the speaker's table at a banquet, in charge of a variety show with guest performers.
- ABC - 9:30-10:30pm; DEBUT; Juke Box Jury with Peter Potter; from KECA-TV (H'wood); Sustaining first three shows, 8 stations live, 2 kine. First show on 9:30-10pm only, extending to full hour starting Sept 20. Beginning Oct 4, when program picks up sponsor, it will have 17 stations live; 14 kine. Sponsor - Hazel Bishop No-Smear Lipstick, starting Sunday, Oct 4, thru Raymond Spector Co., Inc. Prod - Peter Potter; Dir - Richard Gottlieb; Tech Dir - Harold Huntsman; Anncr - Robert Warren. Peter Potter acts as judge as a jury of four guests from the entertainment world discusses the merits of records and whether each will be a "hit" (sell over 200,000 copies), or be a "miss".
- CBS - 7:30-8pm; RETURN; Jack Benny Show; from KNXT(H'wood); 51 stations live, 46 kine. Sponsor - American Tobacco Co. (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn. Prod-Dir - Ralph Levy; Music Dir - Mahlon Merrick; Writers - Sam Perrin, George Balzer, Milt Josefsberg, John Tackaberry, Hal Goldman, Al Gordon. Jack Benny returns for the new season for 13 shows, three more than last season, and will be seen every third week in this time slot, with Private Secretary, the Ann Sothern film series, in this time two weeks of the three. Marilyn Monroe will guest star on the first Benny show, along with regulars Don Wilson, Rochester (Eddie Anderson), Mr. Kitzel and Joe Kearns. Future shows will have Bob Crosby, Mary Livingstone, the Sportsmen and Mel Blanc, and guest stars from the screen world.

MORE -

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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THIS WEEK(Cont'd)

Sun(13)

- NBC - 2-2:30pm; RETURN; American Inventory; from WNBT(NY) to the net. Sustaining. Prod - William Hodapp; Assoc prod - Robert Wald; Dir - Various; Grey Lockwood directs the first program. The weekly experimental series in adult education by television returns after Summer hiatus. Program, produced under a grant from the Alfred P. Sloan Foundation, presents various formats, from drama to puppetry, ballet and revue. First telecast is "American Song," featuring Dr. Sigmund Spaeth and vocalist Betty Johnson in a songs-eye view of American history, from Colonial times to the present.
- NBC - 3-3:30pm; HIGHLIGHT; Exercise Mariner; from WNBW(Wash) to the net. Sustaining. An NBC-TV live studio presentation of a briefing session launching NATO's big maneuvers, "Exercise Mariner," the largest peacetime international training exercise ever attempted, with 500,000 men, 300 ships and 1,000 aircraft participating in the 19-day event, beginning Wednesday, Sept 16. U.S. Navy Admiral Lynde D. McCormick, Supreme Allied Commander Atlantic, will explain the briefing session and the significance of NATO; then various operational officers will explain aspects of the maneuvers, interspersed with films of the fleet forces assembling. Maneuvers will cover an area from Iceland to Gibraltar.
- NBC - 3:30-4pm; DEBUT; Excursion; WNBT(NY) to the net. Sustaining. Pkgr - Ford Foundation's TV-Radio Workshop; Workshop Dir - Robert E. Saudek; Prod - Jerry Stagg; Dir - Dan Petrie. New 26-week series designed to give young people, 8 to 16, views of literature, science, sports, art, art, theatre, government and other fields. Distinguished Americans in the various fields will appear throughout the series. Burgess Meredith will be master of ceremonies for the series. The premiere telecast will include a dramatization of the Duke and the Dauphin episode from Mark Twain's "The Adventures of Huckleberry Finn," with Eddie Albert, Thomas Mitchell, Sugar Ray Robinson and Clifford Tatum.
- NBC - 4-4:30pm; RETURN; Kukla, Fran and Ollie; from WNBQ(Chicago) to the net. Sustaining. Prod - Beulah Zachary; Dir - Lewis Gomavitz; Music Dir - Jack Fascinato; Costumes - Joe Lockwood. Burr Tillstrom and Fran Allison return for their sixth consecutive NBC-TV season with the Kuklapolitans.
- NBC - 5-6pm; HIGHLIGHT; Kickoff -- 1953; WNBT(NY) to the net. Sustaining. Dave Garroway serves as host for NBC's salute to intercollegiate football, marking the launching of telecasts of top NCAA football contests for the third year by NBC, beginning Sept 19 (See p. 4). "Kickoff" will present a group of outstanding sports figures, comedy and music.
- NBC - 7:30-8pm; RETURN; Mr. Peepers; from WNBT(NY); 53 stations live, 11 kine. Sponsor - Reynolds Metals Co. thru Russel M. Seeds Co., Inc. (Chi). Exec Prod - Fred Coe; Prod-Dir - Hal Keith; Writers - Jim Fritzell and Everett Greenbaum; Music - Bernie Green; Settings - James Russell. Wally Cox returns as Robinson Peepers, junior high school science teacher; with Marion Lorne, Patricia Benoit, Tony Randall and Georgiann Johnson as featured regulars in the light comedy series.

Mon(14)

ABC - 10-10:30pm; HIGHLIGHT; Address by former President Harry S. Truman; from WBKB(Chi) to the net. Sustaining. The former President will address a dinner meeting of the Democratic National Committee in the Grand Ballroom of the Conrad Hilton Hotel in Chicago.

CBS - 3:30-4pm Mon thru Fri; DEBUT; Bob Crosby Show; from KNXT(H'wood); no. of stations indefinite. Sponsor - American Dairy Assn (3:45-4pm, Tue & Thurs, beginning Sept 22) thru Campbell-Mithun, Inc.; The Tappan Stove Co. (Gas Ranges) (3:30-3:45pm, Thurs, beginning Sept 17) thru Ketchum, MacLeod & Grove, Inc. (Pittsburgh). Pkgr - CBS-TV; Prod - Herb Allen; Assoc Prod - Gil Rodin and Dan Melnick; Dir - Russell Stoneham; Writers - Carroll Carroll, Cal Howard, Jack Lloyd; Anncr - Steve Dunne. Singer-musician Bob Crosby stars in an informal music-variety show, featuring the Bobcats, his band; the Modernaires vocal quintet, songstress Joan O'Brien, plus guests.

DUM - 8-8:30pm; NEW TIME; Twenty Questions; from WABD(NY); 11 stations live, 16 kine. Sponsor - Bauer & Black (Curad Plastic Bandages) thru Leo Burnett (New York). Prod - Gary Stevens; Dir - Harry Coyle. Regular panelists Fred Van Deventer, Florence Rinard and Herb Polesie continue, but Dick Harrison, Lawrenceville School sophomore, replaces Johnny McPhee, regular panelist for the past four years.

DUM - 8:30-9pm; RETURN; The Big Issue; from WTTG(Wash) to the net. Sustaining. Prod - Lawrence E. Spivak; Dir - Vic Guidice. News panel program with Martha Rountree as moderator returns after Summer hiatus. Two nationally known personalities, usually political antagonists, debate a question of current interest and in turn are questioned by a "citizens' panel" headed by Spivak. First program in new series features J. B. Matthews opposing Dr. Abe Powers Davies, minister of All Souls Church, Washington, D.C., on "Communism and the Church."

Tue(15)

NBC - 10:30-11pm; HIGHLIGHT; Adlai Stevenson Talk; from WNBQ(Chi) to the net. Sustaining. Mr. Stevenson will report on his recent world tour at a public meeting in the Civic Opera House, Chicago.

Thu(17)

CBS - 8-8:30pm; DEBUT; Meet Mr. McNutley; from KNXT(H'wood) ON FILM; 30 stations live, 6 delayed; 30 stations spot. Sponsor - General Electric Co Radio and TV Dept thru Maxon, Inc., and GE Small Appliances Division thru Young & Rubicam, Inc. Dir - Charles Barton; Writers - Joseph E. Connelly and Robert Mosher. Ray Milland stars as Prof. Ray McNutley, head of the English Dept of Lynnhaven College for Women, with Phyllis Avery as his wife, Peggy; Minerva Urecal as Dean Josephine Bradley and Gordon Jones, as McNutley's friend Pete Thompson.

DUM - 9-9:30pm; NEW TIME; What's The Story; from WABD(NY); no. of stations indefinite. Sponsor - Allen B. DuMont Laboratories, direct. Prod-Dir-Writer --David Lowe. Panel quiz, formerly seen Sunday, 10-10:30pm moves to new time with regular panel made up of members of New York's working press.

Fri(18)

NBC - 8:30-9pm; RETURN; The Life of Riley; from WNBT(NY) ON FILM; 48 stations live, 25 delayed. Sponsor - Gulf Oil Corp. thru Young & Rubicam, Inc. Film Prod - Hal Roach Studios, Culver City; Prod - Tom McKnight; Dir - Abby Berlin; Prodn Superv - Disney Van Keuren; Writer - Various; Harry Clork for premiere show. William Bendix stars as Chester A. Riley, supported by Marjorie Reynolds, Lugene Sanders, Wesley Morgan, Tom D'Andrea and others. Program replaces the sponsor's live summer dramatic show First Person in this time spot.

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Sat(19)

NBC - 3:45-conclusion-pm; RETURN; Game of the Week, NCAA Intercollegiate Football; from various stations to the full NBC net, currently 88 stations live. Sponsor - General Motors Corp. thru Kudner Agency, Inc. The National Collegiate Athletic Assn divides the country into eight regions and requires that the Fall series include at least one game in each of the regions, with no team represented more than once during the season. The first game, Sept 19, is between Nebraska and Oregon at Lincoln, Nebraska. The telecasts terminate with the contest between Notre Dame and Southern Methodist at South Bend, Ind., Dec 5.

CBS - 8-9pm; RETURN; The Jackie Gleason Show; from WCBS-TV(NY); 47 stations live, 16 kine. Sponsors - W. A. Sheaffer Pen Co. thru Russel M. Seeds Co., Inc. (Chi); Schick, Inc. (Electric Shaver) thru Kudner Agency, The Nestle Co., Inc. (Nescafe) thru Sherman & Marquette, Inc. (NY). Pkgr - Jackie Gleason Enterprises; Exec Prod - Jack Philbin; Prod - Jack Hurdle; Prodn Superv-Casting - Stanley Poss; Dir - Frank Satenstein; Music Dir - Ray Bloch; Choreog - June Taylor; Sets - Randy Gunter; Costumes - Peggy Morrison; Writers - Marvin Marks, Walter Stone, Ken Englund, Sidney Zelinka, Howard Harris. Gleason returns with his character sketches and variety, supported by Art Carney, Audrey Meadows, the June Taylor dancers. The Larry Storch Show occupied the time slot during Gleason's Summer vacation.

CBS - 10:30-11pm; DEBUT; Revlon Mirror Theatre; from KNXT(H'wood) ON FILM; 13 stations live; 38 delayed. Sponsor - Revlon Products Corp. thru Wm H. Weintraub & Co., Inc. Pkgr - MCA, Ltd; Film Prod - Revue Productions; Dir - Rodney Amateau; Writers - Various; first show story is adapted by Jay Dratler from an original by Les Crutchfield and stars Joan Crawford in her television debut. Subsequent shows will feature other stars. Previous program of the same name debuted live over NBC-TV, June 23, 1953, for the same sponsor and packager and had been seen Tuesdays, 8-8:30pm.

NETWORK SPONSOR ACTIVITY

ARMOUR AND CO. thru Foote, Cone & Belding, and RCA VICTOR thru J. Walter Thompson, will alternately sponsor the 9-9:30pm period on Your Show of Shows over NBC-TV, Saturdays, for the 39-week season. RCA VICTOR also purchased the 9-9:30pm Monday night time period on NBC-TV for the Dennis Day Show which will transfer from 8-8:30pm, Fridays.

PONTIAC DEALERS OF AMERICA thru McManus, John & Adams (Detroit) bought the 8-8:30pm Friday NBC-TV time period for The Dave Garroway Show, beginning in October for 52 weeks.

CONSOLIDATED ROYAL CHEMICAL CORP. thru Dancer-Fitzgerald-Sample, Inc., will sponsor The Arthur Murray Dance Party, Mondays, 7:30-7:45pm, beginning Oct 12, over NBC-TV.

LOCAL STATION ACTIVITY

WABD(Ch 5)
New York - Johnny Olsen Rumpus Room; RETURN Sept 14; Mon thru Fri 12:30-1pm. Sustaining. Johnny Olsen and his wife, Penny, assisted by organist Bob Maurer, play games and have studio contests for members of the audience, with each day's show keyed to a different theme. Prod - Johnny Olsen; Dir - Lee Polk.

LOCAL STATION ACTIVITY(more)

WABD(Ch 5)
New York

- Magic Cottage; RETURN Sept 14; Mon thru Fri 6-6:30pm. Sustaining. Pat Meikle brings her children's stories back to the station after a one-year absence. Prod-Writer - Hal Cooper; Dir - Wesley Kenny.

Melody Street; DEBUT Sept 16;Wed 9-9:30pm. Sustaining. New live musical series with a cast of 10, with a name m.c. to be chosen. Prod - Roger Gerry; Dir - Barry Shear; Writer - John DeVries.

WATV(Ch 13)
Newark, NJ

- Requestfully Yours; DEBUT Sept 14; Mon, Wed, Fri 3-3:30pm. Sustaining. Paul Brenner presents a TV version of his 13-year-old WAAT radio show of the same name, featuring records, games and guest stars keyed to a high school audience. Prod - Paul Brenner; Dir - Don Horan.

WBBM-TV(Ch 2)
Chicago

---Petticoat Party; DEBUT Sept 14; Mon thru Fri 3-3:30pm. Sponsor - Commonwealth Edison Co. Frazier Thomas, magician and m.c., acts as host for this game-stunt-quiz and interview show for housewives originating in the Garrick Theatre studio. Cast includes vocalists Barbara Sims and Jack Fulton, organist Len Cleary and pianist Hank Winston, with guest celebrities for interviews.

KECA-TV(Ch 7)
Hollywood

- My Garden and I; DEBUT Sept 13; Sun 10:30-11am. Sponsor - Germain's, Inc., garden supply distributors. Gordon Baker Lloyd demonstrates gardening aids, interviews guests and presents gardening and planting information, assisted by his wife, Dorothy Dahl Lloyd. Producer - Gordon Baker Lloyd; Dir - Jim Johnson.

Our Famous Husbands; DEBUT Sept 15 Tues 8-8:30pm. Sustaining. Mrs. Edward Arnold, Mrs. Tom (Elyse Knox) Harmon and Mrs. Gordon MacRae, charter members of the club of the same name as the program, hold their meetings on the air, with newspaper columnist Paul Coates present to uphold the male point of view as the ladies discuss wife vs. husband problems. Creators and Prod - Hunt Stromberg, Jr., and Selig J. Seligman.

WPTZ(Ch 3)
Philadelphia

- Home, Garden and Farm; DEBUT Sept 14 Mon thru Fri 6:45-7am. Sustaining. New farm program features farm news, weather reports and agricultural information. Will Piegelbeck, an authority on farm problems, is featured. Program information will be aimed at Pennsylvania, New Jersey and Delaware farm families.

FILM REPORT

VITAPIX SIGNS WITH PRINCESS FOR FIRST-RUN TV FEATURES. Vitapix Corp., owned by stockholder TV stations, signed contracts Aug 30 in Washington with Burt Balaban, president of Princess Pictures Inc., for Western Hemisphere TV and U. S. theatre rights for 26 feature length films, to be produced in the U. S. and abroad. Contract calls for delivery of first five films in January, 1954, and the remaining pictures by the end of the following year. Features will be made with top Hollywood stars from original scripts. Twenty stations, Vitapix shareholders, are committed for TV presentation of the films which will be made in 54-minute length for TV and full-length for theatre use.

TELEVISION PROGRAMS OF AMERICA FORMED by Edward Small, board chairman, Milton Gordon, president, and Michael M. Sillerman, recently resigned from Ziv Television Programs, as executive vice president. Temporary offices are at 729 Seventh Ave., New York. Company package offerings will include new series featuring movie stars.

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RATINGS DIGEST

HOOPERADE OF TV STARS FOR AUGUST lists Arthur Godfrey's Talent Scouts as first in five of six cities (New York, Chicago, Philadelphia, Boston, Detroit). It did not place in the first 15 in Los Angeles, where Dragnet was first. Second place programs in the six cities included Racket Squad in New York, Philadelphia and Boston; What's My Line in Chicago; The Best of Groucho in Los Angeles, and Dragnet in Detroit. Third place programs were Toast of the Town in New York and Philadelphia, Arthur Godfrey and his Friends in Chicago and Boston, Racket Squad in Los Angeles, and What's My Line in Detroit.

MULTI MARKET TELEPULSE - AUGUST 1-7 (Once A Week Shows)

Dragnet	34.2	Ford Theatre	24.8
Godfrey's Talent Scouts	32.7	Martin Kane	23.8
Racket Squad	32.6	Boxing - Pabst	23.7
Godfrey and Friends	32.4	Burns and Allen	23.6
Best of Groucho	30.7	Mr. & Mrs. North	23.4
What's My Line	28.8	Studio 1 Summer Theatre	23.4
TV Playhouse	26.3	Strike It Rich	23.0
Toast of the Town	25.6	Robert Montgomery	23.0

NEWS AND COMMENT

NEWS BRIEFS: New York's WABD, DuMont key station, announced 61 new and renewed contracts for the Fall, totalling \$1,445,639. Percentage splitup announced was: food sponsors, 36.1%; home furnishings makers, 14.8%; drugs, 13.1%; beer and wine, 8.2%; tobacco, 4.9%; oils and lubricants, 4.9%; jewelry and clothing, 3.3%; politicals, 3.3%; religion, 1.6%, entertainment, 1.6%, (the latter two represented by single sponsors)....."Television, A New Community Resource," \$1.00, Wells Publishing Co., Leonia, N.J., the report of the workshop for community organization personnel held in Los Angeles April 22-May 1, 1953, has just been published by the Council of Nat'l Organizations of the Adult Education Assn of the U.S. Reps of 18 community organizations worked together exploring TV for educational purposes and as a community resource.....William Spier, producer of Chrysler Corp's Medallion Theatre (CBS-TV, Sat, 10-10:30pm), leaves the program after the Sept 19 telecast with the completion of his contract which did not contemplate extension of the program into the Fall.

CLOSED CIRCUIT NOTES: Rainbow-hued industry forecasts of what color television will do for merchandise are being taken with a grain of salt in most quarters. Warnings have already gone out to vanguard producers of color commercials to wait a few months for projector improvements which will affect techniques. Most obvious improvement due to come with color will be kinescopes that will be better than black and white film since film bleaching eliminates the grain that is always present in black and white. Costs will be a prime headache no matter what, from raw stock through processing.

PERSONNEL CHANGES: Frank La Tourette appointed to the joint positions of news director for KNXT(H'wood) and Columbia Television Pacific Network and West Coast manager for CBS Television News. Bill Whitley, former KNXT director of news and public affairs, remains as director of public affairs, in separation of duties with new emphasis on both types of programming.....Paul G. O'Friel, an FBI special agent for several years and a practicing lawyer, has been named assistant director of labor relations for DuMont Television Network.....Sam Zelman promoted to director of news and special events for ABC's Western Division, succeeding Frank La Tourette, who went to CBS.....Charles A. Kennedy named western sales manager of Atlas Television Corp. Pete Rodgers, director of sales of Atlas, has been named vice president of the company.

At a regular meeting of the Board of Supervisors of Talbot County, Maryland, held at the Court House in Pocomoke, Maryland, on the 1st day of January, 1911, the following business was transacted:

RESOLUTIONS

RES. 1. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of December, 1910.

RESOLUTIONS

RES. 2. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of January, 1911.

RES. 3. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of February, 1911.

RES. 4. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of March, 1911.

RES. 5. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of April, 1911.

RES. 6. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of May, 1911.

RES. 7. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of June, 1911.

RES. 8. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of July, 1911.

RES. 9. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of August, 1911.

RES. 10. That the Board of Supervisors do hereby resolve that the sum of \$100.00 be and it is hereby ordered that the same be paid to the Treasurer of the County for the purpose of paying the salary of the County Clerk for the month of September, 1911.

SUNDAY SEPTEMBER 13

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FRONTIERS OF FAITH NBC 1:30 (O) by Albert Crews; with Lee Hays, narrator; John Lehne, Barbara Murray, Edwin Bruce, Wells Richardson, Scott Moore, Harry Peterson, Evelyne Seibold, Douglas Rutherford, Johanna Douglas; (SD)

AMERICAN INVENTORY NBC 2pm American Song - with Dr. Sigmund Spaeth (musicologist), Betty Johnson (S), Ken Roberts; Dir by Grey Lockwood; (PRE-KINE, PREMIERE OF NEW SERIES)

EXCURSION CBS 3:30 Duke & Dauphin episode from The Adventures of Huckleberry Finn - (O) by Mark Twain, (A) by Joseph Schrank; with Eddie Albert, Thomas Mitchell, Sugar Ray Robinson, Clifford Tatum; (SD) by Dan Petrie (PREMIERE OF NEW SHOW)

LAMP UNTO MY FEET CBS 5pm The Quiet Battle - (O) by Paul Tripp; with Peter (Dr. Lyman Bryson) Fernandez, Jack Edwards, Sydney Smith, Mark Allen; (SD)

GEORGE JESSEL ABC 6:30 Mitzi Gaynor (D), Margaret Whiting (S), Buddy Hackett (C), Lt. Gov Goodwin Knight, Jerilynn Jessel; (FROM HOLLYWOOD, PREMIERE OF NEW SHOW)

PAUL WINCHELL NBC 7pm Maria Riva, Miss America '53 & regulars

MR. PEEPERS NBC 7:30 regulars: Patricia Benoit, Marion Lorne, Tony Randall, David Winters, Ruth McDevitt; & Phil Brady, (Wally Cox) Gene Lee, Carol Lee; (SW & SD, PREMIERE OF NEW SERIES)

ROCKY KING, DETECTIVE DuM 9pm Under the Skin - (O) by Robert Nathe; with Melba (Roscoe Karns & Earl Hammond) Rae, Boris Aplan, LeRoi Operti, John Seven, Charles Quinlivan; (SD)

NOTHING BUT THE BEST NBC 10pm Constance Moore (S), Step Brothers (D), Kaye Ballard (S&C); (LAST SHOW IN SERIES)

MONDAY SEPTEMBER 14

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OPERA VS. JAZZ ABC 7:30 Maureen Cannon, Norman Atkins (both S), Bobby (Nancy Kenyon) Hackett & Orch.

VOICE OF FIRESTONE NBC 8:30 Roberta Peters (S)

ROBERT MONTGOMERY NBC 9:30 The Lost and the Found - (O) by Robert Collin, (A) by Agnes Eckhardt; with Kent Smith, Doreen Lang, Lydia Reed, John Thompson, Will Hussung, Velma Royton, Annette Carrell, Nina Hansen, Shirley Connaughton, Anne Mary Tallon, Voytek Belinsky, Arthur Cassel, Malcolm Broderick, John Connaughton, James Reese; (SD) by Gerald Savory

WESTINGHOUSE STUDIO CBS 10pm The Storm - (O) by McKnight Malmar, (A) by Worthington ONE SUMMER THEATRE ton Miner; with Georgiann Johnson, Laurence Hugo, Martin Brooks, Dorothy Peterson, Eddie Hyans; Dir by Matt Harlib (Repeat of show originally done on 11/7/48 & 10/17/49)

Adolphe Menjou's WNET 10:30 High Seas - (O) by Alfred de Vigny, (A) by Stuart Favorite Story Jerome; with cast to be announced

TUESDAY SEPTEMBER 15

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Gene Autry CBS 8pm Cold Decked - (O) by Elizabeth Beecher; with Alan & Pat Buttram) Bridge, Stanley Andrews, Gregg Barton, Terry Frost

MY SON JEEP NBC 8pm regulars

WONDERFUL JOHN ACTON NBC 8:30 regs & Chuck Webster, Bill Smith, Mary Michael, Pat Harrington; (SW) by Robert J. Shaw; (SD)



| Case No.  | Case Name               | Date       | Status    |
|-----------|-------------------------|------------|-----------|
| 100-1-100 | John Doe vs. Jane Smith | 1998-01-15 | Settled   |
| 100-1-101 | ABC Corp vs. DEF Inc    | 1998-02-01 | On Trial  |
| 100-1-102 | XYZ Ltd vs. PQR Co      | 1998-02-15 | Dismissed |
| 100-1-103 | STU Corp vs. VWX Inc    | 1998-03-01 | Settled   |
| 100-1-104 | LMN Corp vs. OPQ Inc    | 1998-03-15 | On Trial  |
| 100-1-105 | RST Corp vs. UVW Inc    | 1998-04-01 | Dismissed |
| 100-1-106 | XYZ Corp vs. ABC Inc    | 1998-04-15 | Settled   |
| 100-1-107 | DEF Corp vs. GHI Inc    | 1998-05-01 | On Trial  |
| 100-1-108 | JKL Corp vs. MNO Inc    | 1998-05-15 | Dismissed |
| 100-1-109 | PQR Corp vs. STU Inc    | 1998-06-01 | Settled   |
| 100-1-110 | VWX Corp vs. YZ Corp    | 1998-06-15 | On Trial  |
| 100-1-111 | ABC Corp vs. DEF Inc    | 1998-07-01 | Dismissed |
| 100-1-112 | GHI Corp vs. JKL Inc    | 1998-07-15 | Settled   |
| 100-1-113 | MNO Corp vs. PQR Inc    | 1998-08-01 | On Trial  |
| 100-1-114 | STU Corp vs. VWX Inc    | 1998-08-15 | Dismissed |
| 100-1-115 | YZ Corp vs. ABC Inc     | 1998-09-01 | Settled   |
| 100-1-116 | DEF Corp vs. GHI Inc    | 1998-09-15 | On Trial  |
| 100-1-117 | JKL Corp vs. MNO Inc    | 1998-10-01 | Dismissed |
| 100-1-118 | PQR Corp vs. STU Inc    | 1998-10-15 | Settled   |
| 100-1-119 | VWX Corp vs. YZ Corp    | 1998-11-01 | On Trial  |
| 100-1-120 | ABC Corp vs. DEF Inc    | 1998-11-15 | Dismissed |
| 100-1-121 | GHI Corp vs. JKL Inc    | 1998-12-01 | Settled   |
| 100-1-122 | MNO Corp vs. PQR Inc    | 1998-12-15 | On Trial  |



Fireside Theatre NBC 9pm Man Enough for Millie - (O) by Wallace Umphrey,  
(Gene Raymond) (A) by Houston Branch; with Eve Miller, Jim Davis,  
Barton MacLane, Bill Pullen, Griff Barnett, James Parnell, How-  
ard Negley, Bill Tannen; (SD)

THIS IS SHOW BUSINESS CBS 9pm Faye Emerson, guest panelist; William Warfield,  
(Clifton Fadiman) Nanci Crompton (D), Charlotte Rae (C)

ARMSTRONG CIRCLE NBC 9:30 A Story to Whisper - (O) by Wilson Bower; with  
THEATRE Betsy Palmer, Leslie Nielsen, Ethel Owen, Joseph  
Foley, Rusty Lane; (SD)

SUSPENSE CBS 9:30 The Darkest Night - (O) by Manya Starr; with Sally  
Forrest, Rita Fredericks, Judith Braun, Paula Mor-  
gan, Doris Rich, Kay Medford, Ruth White, Adnia Rice, Esther  
Benson

DANGER CBS 10pm Five Minutes to Die - (O) by E. Jack Newman & John  
M. Hayes, (A) by Paul Monash; with Steve Allen,  
Jayne Meadows, Joe Silver, Mark Rydell, Don White, Herbert Rud-  
ley, Russell Hardie, Nancy Devlin, Dick Moore; (SD)

JUDGE FOR YOURSELF NBC 10pm Andre, Andree & Bonnie (D), Strong & Gregory (D&M),  
(Fred Allen) Ricky Hale (S)

WEDNESDAY SEPTEMBER 16

My Little Margie NBC 8:30 regulars & Gertrude Hoffman, Clarence Kolb, Kris-  
(Gale Storm) tine Miller; (SW & SD)

KRAFT TELEVISION NBC 9pm Her Father's Butler - (O) by Dana Thomas; with  
THEATRE Richard Kiley, Constance Ford, Chester Stratton,  
John Seymour, Arnold Moss, Cameron Prud'homme, Abby Lewis,  
Edith Meiser; Dir by Harry Herman

Douglas Fairbanks WNBT 10:30 American Duel - (O) by Nelson Gidding & Robert Wes-  
terby; with Ron Randall, John Heller, Christopher  
Lee, June Thorburn, Carl Duering, Leslie Linder, Warren Stan-  
hope, Derek Prentice, Gerard Heinz, Gordon Littman, Desmond  
Montgomery; Dir by Lance Comfort

THURSDAY SEPTEMBER 17

QUICK AS A FLASH ABC 8pm regular panelists: June Lockhart, Jimmy Nelson

DOORWAY TO DANGER ABC 8:30 Ernest Graves, John Stanley, Boris Tumarin; (O)  
(Stacy Harris) by Irving Tunick, (A) by Martha Wilkerson; (SD)

T MEN IN ACTION NBC 8:30 The Case of the Silent Man - (O) by Alvin Boretz;  
(Walter Greaza) with Dennis Harrison, Joe Helgeson, Arny Freeman,  
Elaine Rost, Gordon B. Clarke, Glen Walken, Jason Johnson, Sid-  
ney Paul, Vincent Van Lynn; (SD)

TALES OF THE CITY CBS 8:30 Dane Clark, Burl Ives, others; (SW & SD, LAST SHOW)

LUX VIDEO THEATRE CBS 9pm The Witness for the Prosecution - (O) by Agatha  
Christie, (A) by Anne Howard Bailey; with Edward  
G. Robinson & others to be announced; (SD, H'WOOD)

Big Town CBS 9:30 Ken Tobey, Leslie Bradley, Bill Haade, Marilyn  
(McVey & Nigh) Nash, Fay Roope; (SW & SD)

Ford Theatre NBC 9:30 The Old Man's Bride - repeat of film originally  
shown on 2/12/53 (See Vol. 5 No. 6, Page 10)





THURSDAY SEPTEMBER 17 (Cont'd)

MARTIN KANE NBC 10pm Edward Binns, Leslie Barrett, Tony Ross, Don  
(Mark Stevens) Briggs, Frankie Thomas, Harold Stone, Ben Hammer,  
Janet Riley; (SW & SD)  
PENTAGON, U.S.A. CBS 10pm The Wax Murder - (O) by Joel Murcott; with cast  
(Robert Pastene) to be announced; (SD)  
Foreign Intrigue WNBT 10:30 F. I. in Valladon - (O) by Joseph Victor; with  
(Jerome Thor) Alain Blair, Dolly von Ahlfton, Martin Soderhjelm,  
Rangvi Lindblad, Bengt Brunskog; (Repeat of film originally  
scheduled in NYC on 3/19/53 but pre-empted)

FRIDAY SEPTEMBER 18

Man Against Crime CBS 8:30 Get Out of Town - repeat of film originally shown  
(Ralph Bellamy) on 11/19/52 (See Vol. 4, No. 6, Supplement C, P.9)  
THE BIG STORY NBC 9pm Ralph Cropper, Philadelphia Inquirer - (O) by Al-  
(Robert Sloane) vin Boretz; with Joe Bassett, Lori March, Steve  
Elliott, Matt Crowley, William Thurnhurst, Constance Davis; (SD)  
Schlitz Playhouse CBS 9pm Boomerang - (O) by Wallace Bosco, (A) by Irving  
Gaynor Neiman; with John Barrymore, Jr., William  
H. Wright, Tommy Cook, Doris Scarlett; (SD) by Ted Post  
Mr. & Mrs. North CBS 10pm The Frightened Bride - (O) by M. Coates Webster;  
(Richard Denning & with Richard Garrick, Gloria Talbot, Harry Lewis,  
Barbara Britton) Charles Kane; (SD, repeat of film originally shown on 2/27/53)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 11 THROUGH FRIDAY SEPTEMBER 18

THE GUIDING LIGHT CBS 12:45 regulars &: Tu-W - Barbara Joyce; F - Howard Caine  
GARRY MOORE CBS 1:30 W - Ladd Lyon (comedy-novelty); Thu - Dagenham Girl  
Pipers (M)  
MAGIC COTTAGE WABD 6pm M thru F - Google Goblin's Vexatious Vacation -  
(Pat Meikle) (SW) & Prod by Hal Cooper; with Carl White, Rod  
Colbin; (SD) by Wesley Kenny(PREMIERE, NEW SERIES)  
EDDY ARNOLD CBS 7:30 Thu - The Duke of Paducah(S&C) (FROM CHICAGO)  
MONO-DRAMA THEATRE WABD 11:15 M thru F - I Remember Murder - (O) by Chris Riland  
with Jan Sherwood; (SD)

SATURDAY SEPTEMBER 19

Hopalong Cassidy WNBT 6:30 The Trap -(SW) by Sherman Lowe; with Bill Henry,  
(William Boyd) Howard Negley, Lane Bradford; (SD)  
Revlon Mirror Theatre CBS 10:30 Because I Love Him - (O) by Les Crutchfield, (A)  
by Jay Dratler; with Joan Crawford, William Ching,  
James Seay, Virginia Grey, Ellen Corby, Lillian Bronson, Sheila  
Bromley, Geraldine Carr, Kay Riehl, William Pullen, Tristram  
Coffin, Hank Peterson; Dir by Rodney Amateau(PREMIERE, NEW SERIES)

SUNDAY SEPTEMBER 20

AMERICAN INVENTORY NBC 2pm Auto IQ - (O) by Joe Cross; with Faye Emerson, Bel-  
(Ray Morgan) lamy Partridge, Floyd Clymer(both authors), William  
Gluesing; Dir by Grey Lockwood (PRE-KINE)  
EXCURSION CBS 3:30 Former Pres. Harry S. Truman  
TV RECITAL HALL NBC 5pm Grant Johannesen (M) (FROM PHILA., LAST SHOW)  
TOAST OF THE TOWN CBS 8pm The Life of Gene Autry - with Autry & others  
ARTHUR MURRAY PARTY CBS 9:30 Billy Williams Quartet(S), Joe Termini(C&M); Gil  
Hodges, Russ Myers, Carl Erskine(all baseball)  
ROSS REPORTS - 9/13/53



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# Ross Reports

## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

VOLUME 5

NUMBER 38

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum

EDITORIAL NOTE: Beginning with this issue, the base week for Network Debuts, Highlights, Changes, will be changed to a Monday through Sunday schedule. To effect the switch, the listings for this week only run from Sunday through Sunday. The change is to add more future information to the Weekly Report, in place of past-dated program facts. Programs for which advance information is not available at press time will be included the following week in the section Last Week's Network Changes.

Concurrently, following the procedure instituted for the Television Index cards, the Weekly Reports will carry more details than ever before about advertising agencies, talent and personnel concerned with programs. The Weekly Reports supplement the monthly issues of Television Index cards.

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sunday (20)

ABC- 1:45-2pm; DEBUT; Big League Football with Bill Stern; from WBKB(Chi), 63 stations live. Sponsor - Co-op. Prod - Leslie Arries(ABC). The ABC sportscaster presents a weekly pre-game commentary before the Chicago Bears and Cardinals pro football games at Wrigley Field, Chicago. (See following).

ABC- 2-4:30pm; DEBUT; Pro Football Games; from WBKB(Chi), 63 stations live (12 sponsored, remainder available co-op). Sponsor - Standard Oil Co (Indiana) thru McCann-Erickson(Cleveland), Myron C. McDonald, acct exec. Prod-ABC-TV Sports Dept. The home games of the Chicago Bears and Chicago Cardinals from Wrigley Field, Chicago, with Harold "Red" Grange doing the commentary and Bill Fay covering the game's color. The debut game is an exhibition, with the home games of the two teams to be presented weekly thru December 13.

CBS- 7:30-8pm; RETURN; Private Secretary, ON FILM; from WCBS-TV(NY), also KNXT (H'wood); 102 stations net and delayed. Sponsor - American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn (NY); H. Traviesas, acct exec; Charles Russell, agency superv. Pkgr-Prod - Jack Chertok; Dirs - Christian Nyby, Sidney Miller, Joe Mayer; Story Ed - Arthur Hoffe; Script Ed - Jerry Morrison. Ann Sothern stars as an unconventional secretary in a talent agent's office, with Don Porter, Ann Tyrrell, Gloria Winters and Vi Praskins. Program appears in this time spot two weeks out of each three with the Jack Benny Show appearing live the third week (See Vol 5, No 37). Private Secretary has been a summer replacement on NBC-TV for Your Hit Parade.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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THIS WEEK(Cont'd)

Sunday (20)

DUM- 6-6:30pm; SCHEDULE CHANGE; Treasure Hunt; from WABD(NY) to the net. Sustaining. Prod - Arnold Peyser (DuM); Dir - Arnee Nocks. Sigmund Rothchild appraises objects brought by viewers. Bill Wendell is m.c. Program formerly was seen Thursday, 9-9:30pm.

DUM- 10-10:30pm; DEBUT; A Dollar A Second; from WABD(NY), 20 stations live, 75 delayed. Sponsor - Wine Corp. of America (Mogen David Wine) thru Weiss & Geller, Inc (NY); Marvin Astrin, acct exec; David Brown, agency superv; Frank Bunetta, commls superv-dir; Terry O'Sullivan, program and comml anncr. Pkgr - William Morris Agency. Prod - Mike Dutton (W&G); Prodn Superv - Bruce Dodge; Dir - Frank Bunetta (W&G). Jan Murray is m.c. for contests in which people answer questions in a race against time events beyond control of the studio.

NBC- 10-10:30pm; DEBUT; Letter to Loretta, ON FILM; from WNBT(NY); 39 stations live, 17 kine. Sponsor - Proctor & Gamble (Tide) thru Benton & Bowles, Inc (NY), Marshall Clark, acct exec; Alan Sidnam, agency superv; Betty Pike, comml superv; Murray Bolen, comml dir (H'wood). Also P & G (Lilt) thru Biow Co (NY), Jerome Stolzass, acct exec; Everett Bradley, agency superv. Pkgr - Lewislor Enterprises, Inc (H'wood); Exec Prod - Tom Lewis; Prod - Murray Rapf; Prodn Superv - John London; Dir - Robert Florey; Asst Dir - John Pommer; Music Dir - Harry Lubin; Art Dir - Ralph Berger; Costumes - Maris Donavan; Script Ed - Ruth Roberts; Writers - Various. Loretta Young stars in half-hour drama series with different stories based on letters from fans, the plots based on solutions to problems in the letters.

Monday (21)

ABC- 8-8:30pm; SCHEDULE CHANGE; Sky King, ON FILM; from WBKB(Chi), no. of stations indefinite. Sponsor - Derby Foods, Inc. (Peter Pan Peanut Butter, Peanuts, Derby Canned Meats) thru Needham, Louis & Brorby, Inc (Chi), William H. Ohle, acct exec. Pkgr-Prod - Jack Chertok (H'wood); Assoc Prod - Harry Poppe; Dir - John Morse. Filmed series starring Kirby Grant, with Gloria Winters and Ron Hagerthy, had been sponsored on an alternate week basis by Derby, Saturday, 11:30-12noon. New contract is for 38 weeks.

ABC- 9:30-10pm; HIGHLIGHT; Address by President Dwight D. Eisenhower: from WNAC-TV(Boston), to the net. Pres. Dwight D. Eisenhower will make a major address to a "Forward to 54" dinner sponsored by the Republican Finance Comm of the 6 New England States at Boston Garden. Sen. Leverett Saltonstall will introduce the President.

CBS- 9:30-10pm; RETURN; Red Buttons Show; from WCBS-TV(NY), 44 stations live, 4 hot kine, 57 kine. Sponsor - General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc (NY), William Lewis, acct exec; Edward E. Stowell, agency superv; Tom Dunphy, comml superv; Larry White, comml dir; Rex Marshall and Harry Kramer, comml anncrs. Pkgr - CBS-TV; Exec Prod - Marlo Lewis; Prod - Leo Morgan; Dir - Bert Shevelove; Music Dir - Elliot Lawrence; Sets - Jack Landau; Staff Writers - Larry Gelbart, Hal Collins, Bob Schiller, Woody Kling, Buddy Arnold; Prog Annrcr - Rex Marshall. Red Buttons returns from hiatus with his sketches and comedy, with Joe Silver, the only regular retained from last season's series. (See p. 8 for talent on premiere program).

CBS- 10-11pm; RETURN; Studio One; from WCBS-TV(NY), 43 stations live, 17 kine. Sponsor - Westinghouse Electric Corp (Appliances) thru McCann-Erickson, Inc (NY), James Gillis, acct exec; Tom Losee, agency superv; Andy Christian, comml superv-dir; Betty Furness, comml annrcr; Paul Brentson, prog annrcr. Pkgr - CBS-TV; Prod - Felix Jackson; Dir - Paul Nickell and Franklin Schaffner, alternate; Asst Prod - Bill Markham Altman; (continued on next page)

THIS WEEK(Cont'd)

Monday (21)

CBS- Studio One(cont'd) - Asst Dir - Paul Stanley and Joseph Dackow; Music Dir - Eugene Cines (Alfredo Antonini, premiere only); Sets - Willard Levittas and Kim Swados; Costumes - Leslie Renfield; Script Ed - Florence Britton; Casting - Alixe Gordon. First program in the Winter series, presenting hour-long dramas with a wide variety of themes. Succeeds Studio One Summer Theatre for the same sponsor in this time. (See p. 9 for first play's talent credits).

DUM- 7:15-7:30pm, Mon thru Fri; DEBUT; Marge and Jeff; from WABD(NY); 11 stations live, indefinite no. on kine. Sustaining. Pkgr - DuMont in assoc. Prod - Ernest Walling; Dir - Leonard Valenta; Writer - Marge Greene. Marge Greene and Jess Cain star in the series story of the problems of young marrieds. Captain Video, formerly seen 7-7:30pm, now Mon thru Fri, 7-7:15pm.

NBC- 3-4pm; RETURN; Kate Smith Hour; from WNBT(NY), no. of stations indefinite. Sponsors - Segments: Gerber Products Co thru D'Arcy Advertising Co, Inc; Corn Products Refining Co thru C. L. Miller Co., Inc; Doeskin Products, Inc., thru Grey Advertising Agency; Landers, Frary & Clark thru Gould and Tierney; The Simoniz Co thru Sullivan, Stauffer, Colwell & Bayles; James Lees and Sons Co thru D'Arcy Advertising. Pkgr - NBC-TV; Prod - Ted Collins; Dir - Kevin Joe Jonson and Lawrence Schwab, Jr., alternate; Assoc Dir - Michael Case and Wilson Lehr; Music Dir - Jack Miller; Sets - Hjalmar Hermanson; Scripts - Lawrence Schwab, Jr.; Staff Writer --Bill Jacobson. Kate Smith returns from hiatus one hour earlier than formerly. The variety, public service interview and music program has Kate Smith starring, with Ted Collins as host, with regular appearances during the year by Jimmy Nelson, ventriloquist; singer Jeff Clark, The Katydids vocal quintet, Kateds dance trio; Showtimers song and dance trio, and others. (See p. 11 for talent on debut week's shows). Welcome Travelers, from Chicago, formerly at 3:30-4pm, now Mon thru Fri, 4-4:30pm; On Your Account, from NY, formerly 4-4:30pm, moves to 4:30-5pm, Mon thru Fri, replacing Ladies Choice, sustaining, last show Sept 18.

Tuesday (22)

CBS- 8:30-9pm; RETURN & NET DEBUT; Red Skelton Show; from KNXT(H'wood), no. of stations indefinite. Sponsor - Pharmaceuticals, Inc (Geritol) thru Edward Kletter Associates (NY); Edward Kletter, acct exec; Norman Livingston, agency superv; Marilyn Hare, comml anncr; Bob Warren, prog anncr. Pkgr - CBS-TV; Exec Prod - Cecil Barker; Prod - Ben Brady; Dir - Seymour Berns; Music Dir - David Rose; Staff Writers - Arthur Stander, Howard Leeds, Arthur Julian, Arthur Ross. Red Skelton returns with his familiar characterizations, live, from Hollywood. He had been seen last season on film on NBC-TV.

CBS- 10:30-11pm; RETURN; See It Now; from WCBS-TV(NY), 30 stations live, 10 kine. Debut program only will be seen 10-11pm, preempting Danger, presenting a special filmed report, "Berlin, City Without A Country." Sponsor - Aluminum Co of America thru Fuller & Smith & Ross (NY); Burt Schellenbach, acct exec; Gilbert Morris, agency superv; Byron McKinney, comml superv-dir; Hugh Holder, comml-prog anncr. Pkgr - CBS-TV; Prod - Edward R. Murrow and Fred Friendly; Dir - Don Hewitt. Ed Murrow returns with interpretive live and film reports of news and the background of the news.

NBC- 10:45-11pm; RETURN; It Happened In Sports; from WNBT(NY) to the net. Sustaining. Prod-Dir - Warren Jacober; Writer - Barney Nagler. Bud Palmer is host on this sports interview program, with personalities or groups as guests. Film clips will also be integrated. Program had been seen during the summer, Friday, 10:45-11pm.

The first part of the document discusses the general situation of the country and the role of the government. It mentions the need for a strong and stable government to ensure the well-being of the people and the progress of the nation.

In the second part, the author talks about the economic challenges facing the country and the need for reform. It is emphasized that the government should focus on improving the economy and creating jobs for the citizens.

The third part of the document deals with the social issues and the role of the state. It suggests that the government should take measures to improve the living standards of the people and to provide social services.

In the fourth part, the author discusses the political system and the need for a more democratic and transparent government. It is argued that the government should be accountable to the people and should respect their rights.

The fifth part of the document talks about the international relations and the role of the country in the world. It suggests that the country should maintain friendly relations with all nations and work for world peace and stability.

In the sixth part, the author discusses the cultural and educational issues. It is emphasized that the government should support the development of the national culture and provide quality education for all citizens.

The seventh part of the document deals with the environmental issues and the need for sustainable development. It suggests that the government should take measures to protect the environment and ensure the long-term well-being of the country.

In the eighth part, the author discusses the role of the media and the need for a free and independent press. It is argued that the media should provide accurate and unbiased information to the people.

The ninth part of the document talks about the role of the citizens and the need for active participation in the political process. It suggests that the citizens should exercise their rights and responsibilities and work for the betterment of the country.

Thursday(24)

CBS- 8:30-9pm; SCHEDULE CHANGE; Four Star Playhouse, ON FILM; from WCBS-TV(NY) and KNXT(H'wood); 26 stations net, 51 delayed (10 more to open). Sponsor - Singer Sewing Machine Co thru Young & Rubicam, Inc (NY); T. J. Smith, acct exec; Jim Boyce, agency superv. Pkgr - Don Sharpe Enterprises (H'wood); Prod - Don Sharpe; Dir - Various; Assoc Prod - Warren Lewis; Writers - Various; Casting - Marjorie McKay (Sharpe). Program had been alternating, last with Tales of the City during the summer, now goes weekly, continuing to feature alternating stars Dick Powell, Charles Boyer and David Niven as stars of half-hour dramas.

Sunday(27)

ABC- 7:30-7:45pm; DEBUT; The Frank Leahy Show; from WBKB(Chi); 28 stations live. Sponsor - Co-op. Post-game chat between Leahy, coach of Notre Dame football, and the coach of the team that met Notre Dame the day before. Each week, the program will be followed by a film of the Notre Dame game played the day before, 7:45-9pm. The program series will be presented each Sunday thru Dec 6.

NBC CBS- 5-6pm; RETURN; Hallmark Hall of Fame; from KNBH (H'wood); 32 stations live, 15 kine. Sponsor - Hall Brothers, Inc (Hallmark Greeting Cards) thru Foote, Cone & Belding (Chicago); Duane Bogie (Chi), acct exec; Ed Bashman (Hd), agency superv; Bob Fierman (Hd), comml superv. Pkgr - NBC-TV; Prod-Dir - Albert McCleery; Script Ed - Ethel Frank. (Other credits not available at press time). Sarah Churchill returns in the weekly drama series, now extended to one hour and originating in Hollywood. Last season's half-hour series came from New York.

CBS- 9-9:30pm; RETURN; Fred Waring Show; from WCBS-TV(NY); 45 stations live, 25 kine. Sponsor - General Electric Corp (All Products) thru Batten, Barton, Durstine & Osborn (NY); Carroll P. Newton, acct exec; Al Ward, agency superv-comml superv; "Red" Barber, comml-prog anncr. Pkgr - Waring Enterprises; Prod - Cy Pitts; Dir - Byron Kelly; Sets - Sam Leve. The Fred Waring Show returns to play for the first time before a studio audience, with the Waring orchestra and glee club furnishing the majority of the soloists.

LAST WEEK'S NETWORK CHANGES

Friday(18)

ABC- 8-8:30pm; RETURN; The Adventures of Ozzie and Harriet, ON FILM; from KECA-TV(H'wood); 30 stations net, 39 delayed. Sponsor - Alternating: Hotpoint, Inc (Appliances) thru Maxon, Inc (Chicago); Martin Krautter (Chi), acct exec; Earl Kennedy (Detroit), comml superv-dir; Verne Smith, comml-prog anncr. The Lambert Co (Listerine products) thru Lambert & Feasley, Inc (NY); Gerald Blake II, acct exec; Douglas Morris, agency superv; John Bates, comml superv-dir; Verne Smith, comml-prog anncr. Filmed by Stage Five Prodns (H'wood) Prod-Dir - Ozzie Nelson; Assoc Prod - Leo Pepin; Asst Dir - Dick Bremerkamp; Music Dir - Basil Adlam; Art Dir - Frank Durlauf; Writers - Ozzie Nelson, Bill Davenport, Ben Gersham, Don Nelson.

NETWORK SPONSOR ACTIVITY

EKCO PRODUCTS CO thru Dancer-Fitzgerald-Sample, Inc (Chicago) will sponsor four different ABC-TV programs on an alternate week basis, advertising many of the firm's houseware products. Programs, with dates of sponsorship, are The George Jessel Show, Sept 27 (alternating with B. B. Pen Co and Gemex Watch Band Co); Quick As A Flash, Oct 1 (alternating with Thor Corp); Jamie, Oct 5 (alternating with Duffy-Mott Co); Comeback, Oct 9 (alternating with Sealy, Inc). The four-way purchase puts Ekco on the air Sunday, Thursday, Monday and Friday, in order of programs listed.

1. The first part of the report deals with the general situation of the country and the progress of the work done during the year. It is followed by a detailed account of the various projects and schemes undertaken during the year.

(2)

2. The second part of the report deals with the financial statement of the organization for the year. It shows the total income and expenditure and the balance carried over to the next year.

3. The third part of the report deals with the personnel and staff of the organization. It gives a list of the names of the staff members and their respective positions and duties.

4. The fourth part of the report deals with the various committees and sub-committees set up by the organization. It gives a list of the members of these committees and the work done by them during the year.

(3)

5. The fifth part of the report deals with the various reports and documents received by the organization during the year. It gives a list of the names of these reports and documents and the date when they were received.

6. The sixth part of the report deals with the various resolutions and decisions passed by the organization during the year. It gives a list of the names of these resolutions and decisions and the date when they were passed.

7. The seventh part of the report deals with the various suggestions and recommendations made by the organization during the year. It gives a list of the names of these suggestions and recommendations and the date when they were made.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The John Conte Show; DEBUT Sept 21; Mon thru Fri 11-11:45am. Sustaining. Songs and interviews with guest stars. Noontime Showboat with Jolly Bill Steinke; DEBUT Sept 21; Mon thru Fri 11:50am-12:15pm. Sustaining. The newspaper cartoonist will illustrate stories and also narrate silent film comedies integrated into the live show. Time For Fun; DEBUT Sept 21; Mon thru Fri 12:15-12:45pm. Sustaining. Corny the Clown (former Clara-belle of Howdy Doody) and his dog Soapy will do slap-stick comedy and film cartoon narration. The Maggi McNellis Show; RETURN Sept 21; Mon thru Fri 1:30-1:55pm. Sustaining. Dir - Babette Henry. Interviews, fashion news, fashion show gossip and anecdotes. Jolly Gene and His Fun Machine; DEBUT Sept 21; Mon thru Fri 6:15-6:30pm. Pkgr - Charles R. Andrews, Affiliates, Inc.; Cartoonist - Chuck Luchsinger; Puppeteer - Mike King; Writer - Alan Riefe. Puppet and cartoon show that has been a hit in England over BBC; for children. Here's Morgan; RETURN Sept 21; Mon thru Fri 11:15-11:30pm. Sustaining. Dir - Manny Warshaw. Henry Morgan returns to television in the role that made him famous on radio and TV -- the man on the corner discussing matters with the cigar store Indian.

WABD(Ch 5) - Love Story; DEBUT Sept 14; Mon thru Fri, 2-3pm. Sustaining. Prod-David Lowe; Dir - Al Johnston. Renzo Cesana, The Continental, comments on romantic film, prefacing the film with a review. He also does spot commercials.
- Pulse of the City, ON FILM; DEBUT Sept 15; Tue, 7:45-8pm. Sponsor - Ehler's Coffee thru Dowd, Redfield & Johnstone (NY); Bud Crampton, acct exec; Wally Langton, agency superv; Stan Sawyer, comml anncr. Pkgr - Telescene Film Productions Co (NY); Prod-Dir - Robert D. Tobias; Writer - Malvin Wald; Music Dir - Jack Shaindlin; Sets - Robert Ramsey; Script Ed - Marian Baum followed by Elizabeth McCormick. Dramatic adventures of all types filmed in New York locations.

WPIX(Ch 11) - Rod and Gun Club; RETURN, Sept 17; Thurs, 10:50-11:05pm. Sponsor - Remington Arms (Peters Cartridge Div) thru BBD&O (NY). Pkgr-Prod - Ray Nelson. Milo Boulton is m.c. for this TV version of the Mutual radio program. Guests are famous people in the hunting and fishing worlds, discussing films integrated into the program.

KNXT(Ch 2) - Newspaper of the Air; NEW STATION Sept 28; Mon thru Fri, 10:30-10:45pm. Sponsor - Miles California Co (Alka Seltzer, One-A-Day Brand Vitamins) thru Geoffrey Wade Advertising (H'wood). Newscaster - Jack Gardner. Program had been seen over KHJ-TV (Hd). Program has been seen on TV for over 3 years and on radio for over 20 years with same sponsor and agency.

KTLA(Ch 5) - Fisherman's Fiesta; HIGHLIGHT Sept 20; Sun, 11am-3pm. Sponsor - San Pedro Chamber of Commerce. Fourth consecutive annual telecast of seventh annual fiesta, the program coverage ranging from a Mass at Mary Star of the Sea Church, to Fisherman's Dock for the blessing of the fishing fleet by James Francis Cardinal McIntyre; then the parade of 100 fishing boats passing in review and scenes of dancing and singing groups.

WDTV(Ch 2) - This Time Next Week; DEBUT Sept 17; Thurs, 8:30-9pm. Sustaining. Panel-quiz show with home viewers matching wits with experts for \$500 in weekly prizes in discussing newsworthy current events. Dave Olbum, Pittsburgh attorney, is moderator. Panel includes Andrew Bernhard, managing editor, Pittsburgh Post-Gazette; novelist Gladys Schmitt, former fighter Fritzie Zivic and housewife Ginger Brock.

WMAL-TV(Ch 7) - The Modern Woman; RETURN Sept 14; Mon thru Fri, 3:15-3:30pm. Ruth Crane returns from summer hiatus with news of food and the domestic arts and guests who are experts in the homemaking fields.

1-15-68

The following information was obtained from a review of the files of the [redacted] and is being furnished to you for your information. It is noted that [redacted] has been identified as a [redacted] and is being furnished to you for your information. It is noted that [redacted] has been identified as a [redacted] and is being furnished to you for your information.

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FILM REPORT

NEW ANN HARDING SHOW, series of 39 five-minute interviews with successful personalities in various fields, is scheduled to begin filming at Motion Picture Center in Hollywood in two weeks. Gayle Gitterman and Joe Justman, producer and exec producer of the series, respectively, are the heads of the Center. Arthur Lyons will control distribution of the series.

KEARNEY NAMED ABC FILM SALES MANAGER, effective Sept 21. Don L. Kearney, asst sales manager of ABC-TV since early this year, was appointed national sales manager of the ABC film syndication division, under George T. Shupert, v.p. in charge of the unit.

NEWS AND COMMENT

TEMPORARY SUSPENSION BY WOR-TV during its current strike with the IBEW puts station on an indefinite basis as far as resumption of telecasting is concerned. Shutdown Sept 13 after carrying on limited activities with supervisory employees since August 18 was signaled by an announcement by Thomas F. O'Neil, president of General Tele-radio, Inc., owner of the station, that it expects to resume operation about a month after it reaches a settlement of the strike. Meanwhile, the station is transferring its properties from its North Bergen, N.J., transmitter site and from its 67th St studios to smaller space in the Empire State Building, site of its new transmitter. Eventually WOR-TV's entire 67-68th St blocksquare studio building will be sold or leased, a sign that the station does not intend to control studio properties and thus may be limited in any largescale production plans by studio space availability.

NEW YORK'S FIRST HOME TV CLASSES UNDER WAY in the Schenectady Tri-City area. WRGB began the first in a 39-week series of one-hour across-the-board telecasts Sept 14 with a video class in conversational French. The course is sponsored by the Mohawk-Hudson Council on Education Television, Inc., with Angela McDermott in charge, the group's only paid employee. Teachers present unrehearsed instruction to classes of four to eight students, with ten programs aired each week, half to school children and the remainder to adults at home.

PERSONNEL CHANGES: Current re-shuffle of NBC-TV headquarter's executives resulted in the following title assignments: Sylvester L. Weaver, vice-chairman of the board, is now in charge of TV network programming; Robert W. Sarnoff is assistant to Weaver in addition to duties as v.p. heading NBC's film division; John K. Herbert is now v.p. in charge of TV network sales; Charles C. Barry named v.p. for program sales, while George Frey continues as v.p. and director of sales..... Frances Buss named exec producer-director for the American Cancer Society's series of closed circuit color TV programs for doctors.....Joan MacDonald, joined ABC-TV as editorial asst to review story material. She had been casting director for Neptune Productions.....John I. Peterson elected v.p. in charge of television for George P. Hollingbery Co., station reps, succeeding Eugene S. Thomas who has been appointed general manager of the Herald Corp., subsidiary of the Omaha World-Herald and applicant for Ch 7 in Omaha.....Harold C. Burke named managing director of WRTV (Ch 58) Asbury Park, N. J. He had been a consultant for the station's planning and previously was manager of WBAL and WBAL-TV, Baltimore.....Tommy Greenhow re-joined the radio-TV dept of Famous Artists Corp in Hollywood. He has been supervisor of radio-TV programming for Ziv.....George Crothers named director of religious programs for CBS-TV.....Jerry Stagg resigned as producer of Ford Foundation's "Excursion" prior to the premiere of the program last week.....Connie Lazar named to head the West Coast office of Unity Television Corp., organized as Unity Television Corp of California.

The first part of the report deals with the general situation of the country and the progress of the work. It is followed by a detailed account of the work done during the year, and a summary of the results.

The second part of the report deals with the work done during the year, and a summary of the results. It is followed by a detailed account of the work done during the year, and a summary of the results.

REPORT ON THE WORK DONE DURING THE YEAR

The first part of the report deals with the general situation of the country and the progress of the work. It is followed by a detailed account of the work done during the year, and a summary of the results.

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PROGRAM	NET TIME(EDT)	TALENT ROSTER
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Most of the shows on September 20, 21, 22 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, September 25. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M). Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY SEPTEMBER 18
~~FRIDAY SEPTEMBER 18~~

THE GOLDBERGS (Gertrude Berg)	NBC 8pm	regulars & Vladimir Heifetz choir, Cantor Charles Bloch, Lee Grant, Carl Don, Dora Weissman, Hy Angel, Barbara Travis; (SW & SD)
MAMA (Peggy Wood)	CBS 8pm	<u>Nels & the Charge Account</u> - (O) by Gordon Webber; with regulars & Harry Fiske, Beverly Dennis, Harold Kennedy; (SD)
CAMPBELL TV SOUNDSTAGE	NBC 9:30	<u>Exit, Laughing</u> - (O) by Paul F. Rafael, (A) by Jesse Sandler; with Arnold Moss, Pat Breslin, Ruth Matteson, James Broderick, Robert Barnard, Ralph Hertz; (SD)

SATURDAY SEPTEMBER 19
~~SATURDAY SEPTEMBER 19~~

ROD BROWN	CBS 11:30	(SW) by Theodore Sturgeon; with regulars only;(SD)
SECRET FILES OF CAPTAIN VIDEO (Al Hodge)	DuM 11:30 alt Sat	<u>Revolt of the Machines</u> - (O) by Frederic Yancey; with regulars & Bruno Wick, Royal Beal, Mark Roberts, Ed Peck; (SD)
JOHNNY JUPITER (Wright King & Cliff Hall)	WABC 5:30	<u>Buried Treasure</u> - (SW) by Jerry Coopersmith & Sam Rockingham; with regulars & Bill McCutcheon, Charles Egelston; (SD)
STORK CLUB (Sherman Billingsley)	CBS 7pm	Nanette Fabray, Betty Ann Grove, Arthur Maxwell, Sue Hight, Ted Straeter (all S), Pat Rooney, Sr.(D)
ETHEL & ALBERT	NBC 7:30	regs & Margaret Hamilton, Paul Huber, Edith Gresham
BONINO(Ezio Pinza)	NBC 8pm	regs & Fred Eisley
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	regs & Lena Horne (S), Bil Baird & puppets, Joan Walker, Chandra Kaly & Dancers, Del Rubia Triplets(S)
MEDALLION THEATRE	CBS 10pm	<u>The Bartlett Desk</u> - (O) by Louis Pelletier; with Edward Everett Horton, Mildred Natwick, Nydia Westman, Parker Fennelly, Doro Merande, Oliver Cliff(SD)

SUNDAY SEPTEMBER 20
~~SUNDAY SEPTEMBER 20~~

EXCURSION (Burgess Meredith)	CBS 3:30	Ex-Pres. Harry S. Truman, introduced by Dr. Franklin Murphy(Univ. Chancellor) (FROM KANSAS CITY,MO.); <u>Johnny Tremain</u> - (O) by Esther Forbes, (A) by Norman Lessing; with Joey Walsh, Richard Kiley, Gene Lyons, Richard Hylton, Cameron Prud'homme, Don McHenry, Ed Jerome(1st of 3 episodes);(SD)
LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 5pm	<u>A Child Shall Lead Them</u> - (O) by Paul Tripp; with Kay Lyder, Barbara Ellen Myers, Leonard Valenta, Denise Alexander, Loxford Richards; (SD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The First Moscow Purge Trial</u> - (O) by Mel Goldberg; with Luis Van Rooten, Harry Davis, Sy Travers, Metro Wells, Dario Barri, Robert Middleton, Percy Compton Frier, Boris Tumarin, Rod Steiger, Robert Harris, Stefan Gierasch, Nehemiah Persoff, Leonardo Cimino, Rock Rogers, Milton Selzer; (SD)

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SUNDAY SEPTEMBER 20 (Cont'd)
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Roy Rogers (& Dale Evans) NBC 6:30 Outlaw's Town - (O) by M. M. Raison; with regs & William Tannen, Reed Howes, John Crawford, Brett King, Tom Tyler, Art Dillard;(SD)by Robert G Walker

GEORGE JESSEL ABC 6:30 Scene from Romeo & Juliet - (O) by William Shakespeare, with Margaret O'Brien, Eddie Fisher; Mayor Vincent R. Impellitteri, Al Kelly(C);(SW

PAUL WINCHELL NBC 7pm Sir Cedric Hardwicke, Mary Ellen Terry (D), Margaret Hamilton, Walter Burke, Jay Lloyd (D); Hi, Lo, Jack and the Dame (S)

Private Secretary (Ann Sothern) CBS 7:30 Havana or Bust - (O) by Larry Rhine; with regulars (2 Sun in 3) Don Porter, Ann Tyrell & Joan Banks, Florence Bates, Martha Hyer, Edward Marr; (SD) by Christian Nyby(PREMIERE, See Page 1)

MR. PEEPERS NBC 7:30 regulars & John Connaughton; (SW & SD)

TOAST OF THE TOWN (Ed Sullivan) CBS 8pm kill: Life of Gene Autry; add: Gene Autry, Champion, John Raitt (S), Dolores Gray (S), Anna Russell(S&C), Mrs. America(Mrs. Erna Snyder)

PHILCO TV PLAYHOUSE NBC 9pm Holiday Song - (O) by Paddy Chayefsky; with Joseph Buloff, Herbert Berghof, David Opatoshu, Ann Hegira, Michael Sivy, Dora Weissman, Iyra Jensen, Werner Klemperer; (SD) by Del Mann (Repeat of show originally done on 9/14/52)

ROCKY KING, DETECTIVE (Roscoe Karns & Earl Hammond) DuM 9pm Acid Test - (O) by W. C. Crane; with Jack Davis, Somer Alberg, James Bender, Ann Edwards, Joseph Monaco; (SD)

General Electric Theatre CBS 9pm My Wife, Poor Wretch - (O) & Dir by George Beck; with Allyn Joslyn, Frances Gifford, Dayton Lummis, James Craven, Bob Nichols, House Peter, Jr., George Pembroke, James Flavin, Elaine Davis, Lennie Bremen

ORCHID AWARD ABC 9:15 Don Cornell (S); Phil Faversham, M.C.

PLAINCLOTHES MAN (Ken Lynch & Jack Orrison) DuM 9:30 The Delinquent - (O) by Vera Caliste; with Bill Keene, Eugene W. Ruyman, Al Remsen, Patsy O'Shea, Tom Gorman; (SD)

THE WEB CBS 10pm One for the Road - (O) by Von Stuart; with Paul Newman, Grace Raynor, Wally Brown, Betty Bartley, Robert Armstrong, Charles Reynolds, Peter Gumeny; (SD) by Herb Hirschman

MONDAY SEPTEMBER 21  
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OPERA VS. JAZZ ABC 7:30 Thomas Heyward, Alan Dale, Thelma Carpenter (all S)

VOICE OF FIRESTONE NBC 8:30 Eugene Conley (S)

ROBERT MONTGOMERY NBC 9:30 September Time - (O) by Thomas W. Phipps; with Ruth Warrick, Scott Forbes, J. Scott Smart, Anita Bayless, Harrison Dowd, Martin Ashe, Leora Thatcher; (SD)

RED BUTTONS CBS 9:30 regular Joe Silver & Sammy Birch, Ralph Stantley, Joe E. Ross, James Little, Jean Carson, Sara Seegar, Michael Dreyfuss; Janet Blair (S); (SD) by Burt Shevelove; Prod by Leo Morgan(PREMIERE, NEW SERIES)

MONDAY SEPTEMBER 21 (Cont'd)
~~MONDAY SEPTEMBER 21 (Cont'd)~~

STUDIO ONE CBS 10pm 1984 - (O) by George Orwell; (A) by William Templeton; with Eddie Albert, Norma Crane, Lorne Greene, Noel Leslie, Truman Smith, Victor Thorley, Susan Hallaran, Midge Donaldson, Peter Ostroff, Robert Culp, Fred Scollay, Buff Shurr, Sean Scully, Vincent VanLynn, Donald Greed, Anne Marie Roussel, Sonny Adams Rudolph Justice Watson, Mabbs Merrill, Eleanor Warick, Will Hussung, Ralph Tundberg, Doris Roberts, Dan Frazer, William Beach, William Duell, Fred Lambert, Theo Goetz, Marty Landau, Leslie Penhallow, Mildred Chandler, George Forrest, Hermine Dubroff, Tom Gorman, Herbert Wolff, Otto Lohmann, Jerry Hackady, Russell Bailey, James Milholin, Hugh Thomas, Janet Mars, Ruth Drury, Michael Sapack, Denis Cross; (SD) by Paul Nickell; Prod by Frederick Jackson (PREMIERE OF WINTER SERIES)

Adolphe Menjou's Favorite Story WNEF 10:30 The Crime of Sylvestre Bonnard - (O) by Anatole Franco, (A)-(SW); with Ralph Morgan, Ellen Corby, Gloria Talbot, Donald Beddoe, Dorothy Adams, Ian Wolfe, William Lundmark, George Davis, Richard Barron

TUESDAY SEPTEMBER 22
~~TUESDAY SEPTEMBER 22~~

Pulse of the City WABD 7:45 Comeback - (SW) by Malvin Wald; with Cliff Cothren, Pat Rogers, John Scanlon, Fay Sappington; Prod & (SD) by Robert D. Tobias

Gene Autry CBS 8pm Cold Decked - (O) by Elizabeth Beecher; with Alan Bridge, Stanley Andrews, Gregg Barton, Terry Frost

Fireside Theatre NBC 9pm His Name is Jason - (O) by Joseph Cochran; with John Warburton, Gertrude Michael, Beverly Washburn, Everett Glass, Dayton Lumms, Claire Debrey, Lester Dorr, Jill Oppenheim, Karolyn Grimes, Philip Mitchell, Jr.; (SD)

I'm the Law (George Raft) WABD 9pm Falling Star - (SW) by David Victor; with Gladys George, Ellen Towne, George Chandler, Ben Welden, Douglas Evans, Forrest Taylor, Joy Lansing, Horace Murphy, Barry Harvey, Jr., Kathleen Freeman; Dir by Robert Walker

WHERE WAS I? DuM 9:30 Ted Hammerstein is new prod.; regulars continue

THIS IS SHOW BUSINESS (Fadiman) CBS 9pm Betty Furness, guest panelist; Larry Storch (C), Mel Torme (S), Bud & Cece Robinson (D)

SUSPENSE CBS 9:30 The Riddle of Mayerling - (O) by Michael Dyne; with Viveca Lindfors, Christopher Plummer, Lilia Skala, Anatole Winogradoff, Ross Martin, Paul Andor; (SD)

ARMSTRONG CIRCLE THEATRE NBC 9:30 Last Tour - (O) by Alice French; with Jessie Royce Landis, Melville Ruick, Nancy Devlin, Vaughn Taylor, Jo Van Fleet, Catherine Cosgriff, Fred Stewart, Jim Boles

JUDGE FOR YOURSELF (Fred Allen) NBC 10pm Nick Kenny (columnist), Cy Feuer (producer), Percy Faith (M), panelists; Ken Smith (S), McCaffrey & Suzanne (D), Martin & Florenz (puppeteers)

DANGER CBS 10pm Pre-empted for 1-hr See It Now Premiere

WEDNESDAY SEPTEMBER 23
~~WEDNESDAY SEPTEMBER 23~~

A DATE WITH JUDY ABC 7:30 regs & Frank Campanella, Frank Tweddell, John Craven; (SW & SD)

My Little Margie NBC 8:30 (O) by Frank Gill, Jr.; with regulars

KRAFT TELEVISION THEATRE NBC 9pm Corinth House - (O) by Pamela Hansford Johnson, (A)-(SW) by R. Howard Lindsay; with Kathleen Comegys, Margaret Phillips, Florence Lindstrom, Edgar Stehli, Phoebe MacKaye, Una O'Connor, Shirley Vale; (SD) by Stanley Quinn

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WEDNESDAY SEPTEMBER 23 (Cont'd)
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I'VE GOT A SECRET CBS 9:30 Gabby Hayes & regulars  
 Douglas Fairbanks WNBT 10:30 The Great White Bird - (O) by Simon Harcourt Smith  
 (A) by Moie Charles; with Walter Rilla, Tim Turner,  
 John Witty, Kenneth Fortescue, Ann Chaplin, Lloyd Lamble, Nora  
 Gordon, Andre Melandrenoff; Dir by John Gilling

THURSDAY SEPTEMBER 24  
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DOORWAY TO DANGER NBC 8:30 (O) by Martha Wilkerson; with Lisa Howard, Joe
 (Stacy Harris) Quinn, Alexander Scourby; (SD)
 T MEN IN ACTION NBC 8:30 The Case of the Telltale Coat - (O) by Max Ehrlich;
 (Walter Greaza) with Daniel Ocko, Jean Carson, Al Remson, Jim Greg-
 ory, Amy Douglass, Sid Raymond, Charles Rae King; (SD) by Dick
 Schneider
Four Star Playhouse CBS 8:30 Finale - (O) by Seelag Lester & Merwin Gerard;
 with David Niven, John Litel, John Eldridge, Mar-
 tha Hyer; Dir by Roy Kellino
 LUX VIDEO THEATRE CBS 9pm Return to Alsace - (O) by Robert Carson; with
 Scott Brady, Suzanne Dalbert, Eduard Franz; (H'WOOD)
Big Town CBS 9:30 Paul Langton, Adele Longmire, Jim Flavin, Murray
 (McVey & Nigh) Alper, Garbor Curtiz; (SW & SD)
Ford Theatre NBC 9:30 Madame .44 - repeat of film originally shown on
 3/5/53 (See Vol. 5, No. 9, Page 9)
 MARTIN KANE NBC 10pm (O) by William L. Stuart; with Dorothy Hart, Dan
 (Mark Stevens) Dayton, Gerald Milton, James Little, Maurice
 Burke, Luis Van Rooten, Ivan Cury, Eugene Francis, Mary Alice
 Moore; (SD)
Foreign Intrigue WNBT 10:30 F. I. in the Bell Tower - repeat of film original-
 (Jerome Thor) ly shown on 5/7/53 (See Vol. 5 No. 18, P. 9)

FRIDAY SEPTEMBER 25
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Man Against Crime CBS 8:30 Sic Transit Gloria - repeat of film originally  
 (Ralph Bellamy) shown on 3/18/53 (See Vol. 5 No. 11, Page 10)  
 THE LIFE OF RILEY NBC 8:30 (O) by Lorraine Munroe, (A)-(SW) by Harry Clork;  
 (William Bendix) with regulars; (SD)  
 THE BIG STORY NBC 9pm William A. Graves, Springfield, Mo. Leader & Press  
 (Robert Sloane) - (O) by Gail Ingram; with Wallace Rooney, James  
 Holden, Humphrey Davis, Dortha Duckworth, Bart Burns, Tom Gor-  
 man, Helen Warnow; (SD)  
 Schlitz Playhouse CBS 9pm Desert Tragedy - (O) by John Q. Copeland; with  
 Broderick Crawford, Eddy Waller, Edward Clark,  
 Russ Conway, Hank Worden; (SD) by Roy Kellino  
 Mr. & Mrs. North CBS 10pm Murder in Short Pants - (O) by Herbert Perdum;  
 (Richard Denning & with Evelyn Ankers, John Warburton, Lee Aaker,  
 Robert Shayne, Hal K. Dawson, Helen F. Wallace, Eddie Parker,  
 Robert Malcolm; (SD, repeat of film originally shown on 9/25/53)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 18 THRU FRIDAY SEPTEMBER 25  
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THE BENNETTS NBC 11:15 add regulars: Eloise Kummer, Barney Hughes; M thru F
 GARRY MOORE CBS 1:30 Tu - Lawrence Cook (piano roll cutter); Fri - George
 Burton & performing birds

Page No.	Date	Description	Particulars
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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 18 THRU FRIDAY SEPTEMBER 25(Ctd)

KATE SMITH NBC 3pm M - The Showtimers (S&D)regulars: Dolores Bouche, John Perry, Loren Welch; Dorothy Day & Fashion Show; Jimmy Nelson (ventriloquist) & Danny O'Day;
 Tu - Fossie & Priest (D), The Three Suns (M&S), scene from Cavalleria Rusticana by Leoncavallo with Patricia Neway, Grant Garnell, Mary Krete (all S); W - Ted & Phyllis Rodriguez (D), The Hilltoppers (S); The Partners - (O) by Jere Clayton, with ney Blackmer & others; Arlene Dalton (Story Princess), the Katydids (S) regulars: Michele Burke, Joan Gilbert, Rita Noble, Betsy Holland, Jeff Clark; Thu - Webb Pierce (D), the Showtimers; F - Frankie Carle & Orch., Myron Cohen (C), the Katydids

BOB CROSBY CBS 3:30 M thru F - add Steve Dunne & Joan O'Brien (S) as regulars; F - Donna Reed (FROM HOLLYWOOD)

MAGIC COTTAGE WABD 6:30 M thru F - Lionel Wilson, Edward Holmes;(SW & SD)

CAPTAIN VIDEO DuM 7pm M thru F - (O) by Don Agger; with regulars & Logan (Al Hodge) Field, Stephen Elliott, Cliff Dunstan, Harold Stone; (SW & SD)

PERRY COMO CBS 7:45 M - Nat "King" Cole (S) & regulars

MONO-DRAMA THEATRE WABD 11:15 M thru F - Silas Marner - (O) by George Eliot, (A) by Thomas Rourke, with Wendell K. Phillips

SATURDAY SEPTEMBER 26

TOM CORBETT DuM 11:30 regulars & Liam Sullivan, Leon Janney, Wesley Law

Johnny Jupiter WABC 6:30 Hair Tonic - (O) by William Kendall Clarke; with (Wright King) regulars & Harry Mehaffey, Charles Egelston; (SD)

MEDALLION THEATRE CBS 10pm The Big Blow Mystery - (O) by Israel Zangwill, (A) by Robert Sloane; with Sir Cedric Hardwicke, Beth-el Leslie, Noel Leslie, Lloyd Bochner & others to be announced; Mort Abrahams moves up as producer, replacing William Spier

Revlon Mirror Theatre CBS 10:30 Heads or Tails - (O) by Betty Reinhardt, Shirley White & Hans Jacoby; with John Ireland, Joanne Dru, Mary Sinclair

SUNDAY SEPTEMBER 27

Roy Rogers NBC 6:30 Dead Man's Hills - (O) by Dwight Cummins; with (& Dale Evans) Forrest Taylor, George Slocum, Steve Raines, Sandy Sanders, Stuart Whitman, Richard Emery, Harry Hudson; (SD)

YOU ARE THERE CBS 6:30 The Birth of a National Anthem - (O) by Kate Nick- (Walter Cronkite) erson; with Robert Pastene, Cameron Prud'homme, Larry Fletcher, Roy Roberts, Rusty Lane, Peter Dumeny, Frank Alleter & others; (SD)

GEORGE JESSEL ABC 6:30 Lilo (S), Jan Peerce (S),

PLAINCLOTHES MAN DuM 9:30 An Accidental Fall - (SW); with Helen Baron, June (Ken Lynch) Hunt, Ken Konopka, Don DeLeo, James Bender; (SD)

ORCHID AWARD ABC 9:15 De Marco Sisters (S); Donald Woods, MC

ARTHUR MURRAY PARTY CBS 9:30 Richard Tucker (S), Billy De Wolfe (C), Burton's (Kathryn Murray) Birds (novelty)

Letter to Loretta NBC 10pm A Family Out of Us - with Kenneth Tobey, David Saber, Lurene Tuttle, Geraldine Carr, Clarence Streight, Erik Neilsen; (SD) by Robert Florey

SEPTEMBER 28-OCTOBER 4, 1953

VOLUME 5

NUMBER 39

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

RECEIVED

SEP 28 1953

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

(All times are Eastern Standard Time)

NBC GENERAL LIBRARY

Monday (28)

ABC- 7:30-8pm; DEBUT; Jamie; from WABC-TV(NY), 15 stations live, 8 kine.
Sponsors - Alternating: 1) Duffy-Mott Co, Inc (Apple Juice) thru Young & Rubicam, Inc(NY), Frank Henderson, acct exec; Jim Spalding, agency superv; Bill Whitman, comml superv. 2) Ekco Products Co (All Products) begins Oct 5, thru Dancer-Fitzgerald-Sample, Inc(NY), F. Sewall Gardner, acct exec (Chi); David B. Graham, agency-comml superv (NY); Bob Shepherd, comml anncr.
Pkgr - Talent Associates (NY); Prod - Julian Claman; Dir - Dan Levin; Asst Prod - Frederick de Wilde; Asst Dir - Ken Rockefeller; Sets - Fred Stover; Music Superv - Jacques Press; Casting - Julian Claman Script Eds - Claman and Dan Levin; Writers - David Swift and Michael Morris (premiere) and others. Story of an orphan boy living with relatives, starring Brandon de Wilde in the title role, with Ernest Truex, Polly Rowles and Kathy Nolan. Show is first of last season's ABC Album packages to become a regular series.

Tuesday (29)

ABC- 7:30-8pm; RETURN & NET DEBUT; Cavalcade of America; ON FILM; from various stations; 9 network, 20 delayed - other spots to be added. Sponsor - E. I. du Pont de Nemours & Co, Inc (Institutional) thru Batten, Barton, Durstine & Osborn(NY), Harold Blackburn, acct exec; Hy Brown, agency-comml superv; Prog anncr - Bill Hamilton. Prods - Films in series produced by Sovereign Productions, Inc; Jack Chertok Productions, Inc; Jack Denove Productions (all H'wood) and Screen Gems, Inc (NY). Two more film producers are to be added for this new series. Stories are dramatizations from the lives of historic personages. Series originally seen last year over NBC-TV; debut Oct 1, 1952.

ABC- 9-9:30pm; DEBUT; Make Room For Daddy, ON FILM; from WABC-TV(NY) and others; 33 network, 57 delayed. Sponsors - Alternating: 1) American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn (NY), Thayer Cumings, acct exec; Bud Steefan, agency-comml superv (H'wood); Bernie Haber, comml dir; Jay Sims, prog anncr. 2) Speidel Co (Watch Bands), begins Oct 6, thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY), Thomas Coleman, acct exec. Pkgr - Marterto Productions (H'wood); Filmed by - Desilu Productions(Hd) Prod - Lou Edelman; Assoc Prod - Paul Jacobs; Dir - William Asher (first 6), then Sheldon Leonard; Prod Superv - Argyle Nelson; Script Ed - Mel Shavelson; Writers - Mel Shavelson (first show only); Music - Earl Hagen and Herbert Spencer; Art Dir - Robert Berger. Danny Thomas stars as an entertainer who tries to find more time for his family; with Jean Hagen, Sherry Jackson, Rusty Hamer, Ben Lessy; and after first film, Louise Beavers and Nana Bryant.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

THIS WEEK(Cont'd)

Tuesday(29)

NBC- 8-9pm; RETURN; Milton Berle Show; from WNBT(NY), no. of stations indefinite. Sponsor - General Motors Corp (Buick Motor Div) thru Kudner Agency, Inc(NY), James Cochran, acct exec; Hank Ladd, agency-comm'l superv-dir; Vinton Hayworth, prog-comm'l anncr. Pkgr - Kudner Agency(NY). Other production information not available at press time. Writers - Goodman Ace, with Aaron Ruben, Selma Diamond, Jerry Seelen, Jay Burton and Phil Charig. Milton Berle returns for his sixth season in television, this year scheduled for 26 telecasts in the 39-week season. Regulars each week will include Ruthie Gilbert and Arnold Stang, with Alan Roth again leading the orchestra.

Wednesday(30)

NBC- 12:45pm-to concl; 1953 World Series; from WNBT(NY), 110 stations live. Sponsor - Gillette Safety Razor Co (Razors and Blades) thru Maxon, Inc(Detroit), Cearle Hendee, acct exec (Det); Ed Wilhelm, agency-comm'l superv, prog dir. The Brooklyn Dodgers meet the New York Yankees at Yankee Stadium in a best four games of seven series. If the series goes beyond the first four games, Sunday's game program will begin at 1:45pm. For the first time, ball-players from the teams in the Series will appear on a pre-game program, with interviews to be conducted by Frank Frisch, during the 15-minute period. Mel Allen and Vince Scully will be the announcers for the games. Actual game time is 1:05pm weekdays, 2:05pm Sunday. Games will be seen in Canada for first time.

NBC- 10-10:30pm; RETURN; This Is Your Life; from KNBH(H'wood), 31 stations live, 28 kine. Sponsor - Hazel Bishop, Inc (No-Smear Lipstick & Complexion Glow) thru Raymond Spector Co, Inc(NY), Raymond Spector, acct exec; Bob Warren, program-comm'l anncr. Pkgr - Ralph Edwards; Prods - Edwards, Alfred Paschall, Axel Gruenberg; Dir - Alfred Paschall; Assoc Dir - Dick Gottlieb; Music Dir - Von Dexter. Ralph Edwards m.c.'s program during which the life story of some person is unfolded by friends and family. Program had been seen during summer hiatus via kine repeats of last season's shows.

Friday(Oct 2)

ABC- 8:30-9pm; DEBUT; The Pepsi-Cola Playhouse, ON FILM; from WABC-TV(NY), 19 stations net, 41 delayed. Sponsor - Pepsi-Cola Co (Soft Drink) thru Biow Co(NY), Sam Alter, acct exec; John Toigo, agency superv; Ben Alcock, comm'l superv; Arlene Dahl, comm'l anncr. Pkgr - Revue Productions (H'wood); Prod - Bob Busch (Biow-NY); Script Ed - Jerome Siegal for Karl Kramer (MCA-H'wood). Films are produced by various Revue staffers. Arlene Dahl is mistress of ceremonies, introducing various stars in half-hour dramas. Premiere film co-stars Marguerite Chapman and Don Randell, with Barbara Billingsley and James Millican.

ABC- 9-9:30pm; DEBUT; Pride of the Family, ON FILM; from KECA-TV(H'wood), no. of stations indefinite. Sponsors - Alternating: 1) Bristol-Myers Co (Ipana Tooth Paste) thru Doherty, Clifford, Steers & Shenfield, Inc(NY), Harry M. Ireland, acct exec; Chester MacCracken, agency superv; Rodney Albright, comm'l superv; Frank Dennis, comm'l dir. Also Bristol-Myers Co (Bufferin & Vitalis) thru Young & Rubicam, Inc(NY), Jim Benham, acct exec; Brooks Emory, agency superv; Bill Whitman, comm'l superv; Warren Schloate, comm'l dir. 2) Armour & Co (Dial Soap & Shampoo), begins Oct 9, thru Foote, Cong & Belding (Chi), no account info available. Pkgr - Revue Productions (H'wood); Prod - Sam Perrin (also created characters); Dir - Robert S. Finkel; Writers - Paul Schneider, Jack Fleischman, Al Gordon and Hal Goldman. Paul Hartman stars as the head of a middle class American family, with Fay Wray as his wife, and Natalie Wood and Bobby Hyatt, as their children.

The following information was obtained from a confidential source who has provided reliable information in the past. It is being provided to you for your information only. This information is being provided to you on a confidential basis and should not be disseminated to any other personnel without the express written consent of the source. The information is being provided to you for your information only and should not be disseminated to any other personnel without the express written consent of the source.

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Friday(2)

ABC- 9:30-10pm; DEBUT; The Comeback Story; from WABC-TV(NY), 18 stations live, 7 kine. Sponsors - Alternating: 1) Sealy, Inc (Mattresses) thru Weiss & Geller, Inc (Chi), Jerome Joss, acct exec(Chi); Bruce Dodge, agency superv(NY); David Brown, comml superv. 2) Ekco Products Co (All Products), begins Oct 9, thru Dancer-Fitzgerald-Sample, Inc(Chi), F. Sewall Gardner, acct exec (Chi); David B. Graham, agency-commml superv(NY); Bob Shepherd, comml anncr. Pkgr - Louis G. Cowan(NY); Prod-Dir - Sherman Marks; Asst Prod - Hal Gross; Prod Coord - Daphne Elliott; Sets - Paul Trautvetter; Music Dir - John Gart. George Jessel m.c.'s dramatizations of stories of former greats.

CBS- 9:30-10pm; RETURN; Our Miss Brooks, ON FILM; from WCBS-TV(NY) and KNXT(Hd); 34 stations net, 8 delayed. Sponsor - General Foods Corp (Food Products) thru Young & Rubicam, Inc(NY), Robert Mountain, acct exec; Lee Strahorn, agency superv. Pkgr - CBS-TV; Prod - Larry Berns; Dir - Al Lewis; Writers - Al Lewis and Joe Quillan. Eve Arden returns as the high school teacher, Miss Brooks, with Gale Gordon, Mary Jane Croft, Bob Rockwell, Dick Crenna, Jane Morgan and Gloria McMillan. Footlights Theatre films had been summer replacement.

CBS- 10-10:30pm; RETURN; My Friend Irma; from KNXT(H'wood), no. of stations indefinite. Sponsor - Brown & Williamson Tobacco Corp (Kool Cigarettes) thru Ted Bates & Co(NY) William Wright, acct exec; Thomas Harrington, agency acct superv. Pkgr - CBS-TV; Prod - Nat Perrin; Dir - George Cahan; Prod superv - Ben Feiner, Jr.; Music Dir - Lud Gluskin; Writers - Jay Sommers and Johnny Greene. Marie Wilson returns as the malaprop secretary, with a new roommate, Mary Shipp, and a nephew, Richard Eyer. Donald MacBride returns as "Irma's" employer. Replaces Mr & Mrs North in this time spot.

CBS- 10:30-11pm; DEBUT; Person to Person; from WNBT(NY), no of stations indefinite. Sponsors - Regional: (East) American Oil Co (AMOCO) thru The Joseph Katz Co(Baltimore). (Midwest) Theo. Hamm Brewing Co (Hamm's Beer) thru Campbell-Mithun, Inc(Minneapolis). Co-Prod - Edward R. Murrow, John Aaron and Jesse Zousmer(all CBS); Dir - Franklin Schaffner; Ed Assoc - David Moore and John Horn; Remote Dir - Robert Sammon and Charles N. Hill. Edward R. Murrow has informal chats with prominent people around the country -- two on each program -- with the cameras going into the homes of the "persons." Murrow will be in his New York office, connected by telephone and TV with the people visited, all via live telecasts. The premiere program will feature visits to the homes of Leopold Stokowski and Brooklyn baseball star Roy Campanella.

NBC- 8-8:30pm; DEBUT; The Dave Garroway Show; from WNBT(NY), 38 stations live, others indefinite. Sponsor - Pontiac Motor Div-GMC thru MacManus, John & Adams, Inc(Detroit), no acct info available. Pkgr - Television Air Shows, Inc (Chicago); Prod - Charles Andrews; Dir - Mike Zeamer; Music Dir - Skitch Henderson; Sets - Jan Scott; Costumes - Dhurway; Writer - Charles Andrews. Dave Garroway tells anecdotes and introduces guests in the relaxed style of his old Garroway At Large program, which was written by Andrews. Cliff Norton, of the original Chicago group, will be a regular. Replaces The Goldbergs in this time.

Saturday(3)

ABC- 7-7:30pm; RETURN; Paul Whiteman TV Teen Club; from WABC-TV(NY) & WFIL-TV (Phila), 13 stations live, 10 kine, others to be added. Sponsor - Sweets Co of America (Tootsie Roll) thru Moselle & Eisen(NY), Henry Eisen, acct exec; David Karp, asst to acct exec. Pkgr - Paul Whiteman (c/o WFIL-TV); Prod - Paul Whiteman; Asst Prod - Paul B. Mowrey; Dir & Music Dir - Whiteman. "Pops" returns with his teen age talent showcase, with acts in both New York & Philadelphia studios. Replaces Music From Meadowbrook (7-8pm), summer program in this spot (See next listing also).

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Saturday(3)

ABC- 7:30-8pm; RETURN & NET DEBUT; Leave It To The Girls; from WABC-TV(NY), 13 stations live, 2 kine. Sponsor - Ex-Lax, Inc (Candy Laxative) thru Warwick & Legler, Inc(NY), Douglas Murphy, acct exec; William Warwick, film comml superv; Donald Curtis, comml annrcr. Pkgr - Rountree-Presbrey, Inc(NY); Prod - Martha Rountree; Prod Superv - Joan Sinclair; Dir - Ed Nugent. Maggi McNellis presides over a regular panel of women personalities who engage in a debate on a topical question with a male celebrity guest. Panel for premiere program includes Eloise McElhone, Vanessa Brown, Florence Pritchard and Lisa Ferraday.

DuM- 8pm-to concl; Professional Football Games; from various originating stations, up to 87 stations live and delayed. Sponsor - Westinghouse Electric Corp thru Ketchum, MacLeod & Grove, Inc(Pitt), Lansing B. Lindquist, dir of radio & TV. Westinghouse will sponsor 19 games of National Professional Football League teams, 9 on Saturday nights and 10 on Sunday afternoons, between Oct 3 and Dec 13. Beginning with the Pittsburgh Steelers-New York Giants game Oct 3 from WDTV, Pittsburgh, Betty Furness and Herman Hickman will conduct a between-halves family football quiz, with prizes of Westinghouse appliances. In addition to the Westinghouse group, DuMont will concurrently present five other series of pro football games for various sponsors during the season: 11 New York Giants for Miller Brewing Co thru Mathisson and Associates, Inc and Atlantic Refining Co thru N. W. Ayer & Son, Inc; 6 Philadelphia Eagles games for Atlantic thru Ayer; 11 Cleveland Browns games for Atlantic thru Ayer and Brewing Corp of America (Carling's Beer) also thru Ayer; 6 Pittsburgh Steelers games for Atlantic thru Ayer; and 3 Green Bay Packers games for Miller Brewing thru Matthisson. All the foregoing are regional sponsorships. Announcers doing game commentaries are: for Westinghouse, Jim Britt, 9 games; Ray Scott, 7; Bob Kelley, 6 West Coast games; Bob Wolff, 2 games. Regional telecast announcers are, Harry Wismer, Giants games; Byrum Saam, Eagles games; Joe Tucker, Steelers games; Earl Gillespie, Packers games; Bill McColgan, Browns games.

Sunday(4)

CBS- 5-6:30pm; RETURN; Omnibus; from WCBS-TV(NY), no. of stations indefinite. Sponsors - 1) American Machine & Foundry Co (Var Divisions) thru Fletcher D. Richards, Inc(NY), Sanford Smith, acct exec; Tom Young, Jr., agency superv; Seymour J. Frolick, comml superv-dir. 2) Greyhound Corp (Bus Transportation) thru Beaumont & Hohman, Inc(Chi), no acct info available. 3) Scott Paper Co (All Products) thru J. Walter Thompson Co(NY), no acct info available at press time. Pkgr - TV-Radio Workshop of the Ford Foundation; Prod - Fred Rickey. Alistair Cooke is again master of ceremonies. (See p. 11 for premiere highspots)

NBC- 8-9pm; RETURN; Colgate Comedy Hour; from KNEH(H'wood), 61 stations live, 39 kine. Sponsor - Colgate-Palmolive-Peet (Halo & Ajax) thru Sherman & Marquette, Inc(NY), George Finley, Halo acct exec; William Hillenbrand, Ajax acct exec. C-P-P (C-Dental Cream, P-Soap, P-Shave Cream) thru Ted Bates & Co (NY) Rudolph Montgelas, Dental Cream acct exec; David Ketner, Palmolive Soap acct exec; C. P. Dixon, Palmolive Shave Cream acct exec. C-P-P (Fab) thru William Esty Co, Inc(NY), William Booth, acct exec; George Chatfield, acct superv. Pkgr- NBC-TV; Exec Prod - Sam Fuller; Prod - Ernie Glucksmann; Prod Superv - Ed Sobol; Dir - Art Penn; Sets - Furth Ullman; Costumes - Kate Drain Lawson; Music Dir - Dick Stabile (Martin & Lewis shows); Writers - Ed Simmons, Norman, Leer, Artie Phillips, Rocky Kalish, Danny Arnold; Casting - Howard Ross. Dean Martin and Jerry Lewis inaugurate the 4th season for the comedy-variety series. Other comedians to follow are Jimmy Durante, Eddie Cantor, Donald O'Connor, and Bud Abbot and Lou Costello, on successive Sundays. Ethel Merman and Sonja Henie will also appear during the season. Production credits will vary for each star.

1. The first part of the report deals with the general situation in the country. It is noted that the economy is showing signs of recovery, but that inflation remains a serious problem. The government has implemented various measures to control inflation, but these have had limited success. The report also mentions the political situation, which remains stable, but with some concerns about the future of the government.

2. The second part of the report discusses the social and cultural aspects of the country. It is noted that there is a growing awareness of human rights and social justice among the population. The government has taken steps to improve social services, but there is still a need for more resources. The report also mentions the role of the media in promoting social change and the importance of education in the development of the country.

3. The third part of the report deals with the international relations of the country. It is noted that the country has maintained a policy of non-alignment and has been active in international organizations. The report also mentions the country's relations with its neighbors and the role of the country in regional cooperation.

4. The fourth part of the report discusses the future prospects of the country. It is noted that the country has a long way to go in terms of economic development and social progress. However, there are many opportunities for growth and improvement. The report concludes by stating that the country has a bright future and that the government and the people should continue to work together to achieve their goals.

LAST WEEK'S NETWORK CHANGES

Wednesday (Sept 23)

DuM- 9-9:30pm; DEBUT; Melody Street; from WABD(NY), to the net. Sustaining.
Pkg - DuMont; Prod - Roger Gerry; Dir - Barry Shear. Allan Brown m.c.'s musical-variety show with a permanent company of dancers and singers, with each week's cast drawn from the regular group.

Sunday (Sept 27)

NBC- 5-6pm; CHANGES & ADDITIONS, Hallmark Hall of Fame; from KNBH(H'wood), 32 stations live, 15 kine. Sponsor - Hall Brothers, Inc (Hallmark Greeting Cards) thru Foote, Cone & Belding(Chi), Duane Bogie, acct exec(Chi); Ed Bashman, agency superv(H'wood); Bob Fierman, comml superv(Hd). Pkg - NBC-TV; Prod-Dir - Albert McCleery; Script Ed - Ethel Frank; Writers - Various; Music Dir - Jules Seidman; Costumes - Grady Hunt; Set Consult - Spencer Davies.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Your Chevrolet Showroom; DEBUT Sept 25; Fri 10-11pm. Sponsor - Local New York Chevrolet Dealers Assn, Inc(NY) thru Campbell-Ewald Co(NY). Prod-Dir - Perry Lafferty; Writer - Bob Quigley; Music Dir - Joel Herron; Sets - Romaine Johnston. Caesar Romero stars as m.c. of variety show starring top-flight entertainers weekly. Premiere featured Herb Shriner, George Jessel, Stan Kenton & Orch, Toni Arden, Elaine Dunn and The Debonairs.

WABC-TV - Yesterday's Newsreels, ON FILM; DEBUT Sept 27; Sun 11-11:15pm. Sponsor - Flex-Let, Inc (Watch Bands) thru Ben Sackheim, Inc(NY). Pkg-Prod - Frederic Zin, Inc. Newsreel clips of the last three decades.

WABC-TV - The Jerry Lester Show; DEBUT Sept 28; Mon thru Fri 2-3pm. Sustaining. Pkg - Milverne Productions(NY); Prod - Vernon Becker and Milton Stanson; Dir - Bill Dodson; Music Dir - Buddy Weed. Jerry Lester stars in a variety show, supported by Lorenzo Fuller, Harry Martin, Ellie Russell, Kathy Collin and Buddy Weed & orch.

WCBS-TV(Ch 2) - The Paul Killiam Show, ON FILM; DEBUT Sept 26 Sat 6:30-6:45pm. Sustaining. Prod - Paul Killiam. Killiam shows films from the Thomas Edison Library, made between 1909 and 1914.

WBBM-TV(Ch 2) - Rayner Shine; DEBUT Sept 21; Mon thru Fri 8-8:45am. Sustaining. Chicago Ray Rayner opens station with records, news, weather, program tips.

WNBK(Ch 4) - Polka Party; DEBUT Sept 27 Sun 12:30-1pm. Sponsor - Coleman Space Cleveland Heaters. Polkas, western ballads and popular songs played by Ernie Benedict and his Range Riders, with the Kendall Sisters, vocalists.

All Stations Hollywood - Brew "102" thru Enterprise Advertising Agency will sponsor 11 different film features on all 7 Los Angeles & Hollywood stations, 7 nights a week, with starting dates from Sept 24 thru Oct 7. Name series include: Douglas Fairbanks Presents(KNBH), Orient Express(KECA-TV), Theater Time(KLAC-TV), Premium Playhouse(KTLA), Heart of the City(KTTV), Captured(KTTV), Affairs of China Smith(KECA-TV), '102' Theater(KHJ-TV), Roller Derby(KTLA), Dangerous Assignment(KNBH), Star-Time Theater(KNXT). All are half-hour except KHJ-TV, the only feature film program on the list, for one and one-half hours.

KNXT(Ch 2) - Red Rowe Show; DEBUT Sept 19 Sat 6-7pm; moves to 12midnight-1am on Hollywood Oct 3. Sponsor - Enoch Chevrolet. Prod - Red Rowe; Dir - Bob Lehman. Red Rowe m.c.'s Western variety program, featuring the Whip-poorwills, singing string quartet, and vocalist Georgia Brown, with Western, pop and standard tunes.

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LOCAL STATION ACTIVITY(Cont'd)

KTTV(Ch 11) - Stuart Hamblen and His Lucky Stars; RETURN Sept 26; Sat 9-10pm & Los Angeles The Cowboy Church; RETURN Sept 26; Sat 10-10:30pm. Sponsor - Le-Roy's Jewelers (Lucky Stars only). Prod - Fred Levings; Dir - Dave Harvey. First show stars Hamblen and his Lucky Stars band, vocalists Anita O'Day and Susie Hamblen, and several singing groups. The Cowboy Church features Hamblen's religious music and a short sermon story.

NEWS AND COMMENT

RED BARBER QUILTS SERIES OVER PAY. The famous Brooklyn Dodger sportscaster who had participated in 13 previous World Series contests withdrew as scheduled partner to Mel Allen for the 1953 games when Maxon, Inc., agency for Gillette would not pay him more than \$250 per game, according to the announcer's agent. His Dodger assistant, Vince Scully, succeeded Barber for the assignment.

STATION KTTV(LA) SET what it believes to be an all-time record for remote telecasts by a single station when it televised 15 different remotes in a 59-hour period Sept 18-20, with five on Friday, four Saturday and six on Sunday. The station also was utilized by Sunset Oil Corp on Wednesday, Sept 24, to demonstrate a new product in an open-to-the-public convention for its Golden Eagle gasoline dealers, with no special entertainment for the public viewers.

CBS NEWSFILM SYNDICATION BEGINS TODAY, with service immediately to KLZ-TV(Denver), WCBS-TV(NY), WBBM-TV(Chi) and KNXT(Hd). The service includes daily scripted newsfilm with world-wide coverage. The Newsfilm service was organized last May. Current staff assignments are: Howard Kany, mgr, CBS-TV News and Newsfilm; Chester Burger, national editor; Frank Donghi, foreign editor; Elmer Lower, Washington mgr; Frank Latourette, West Coast mgr in Hollywood.

NY STATE DOCTORS RAP HARDSHIP SHOWS at a public relations conference today in New York City. Dr. James D. Tyner, president of the Wayne County Medical Society, said that N.Y. State laws make it mandatory for the welfare district to provide medical and hospital care for those unable to secure it. He said that investigation of many "heartbreak" cases showed that patients did not consult with hospitals or county medical societies before glamorizing their plight.

PERSONNEL CHANGES: Charles M. Underhill named vice president in charge of ABC Television Network Programming. He had been director of ABC's television program dept.....Otis S. Freeman named chief engineer of WPIX(NY) effective Oct 1, succeeding Tom Howard who has resigned to join the Jefferson Standard Broadcasting Co, Charlotte, N.C., as director of engineering for radio and TV.....George Henderson named general sales manager for all Crosley television stations. Bernard Barth named general program director for all Crosley radio and television stations. Neal Van Ellis, appointed program director for WLW-T(Cinn)..... Richard J. Goggin named general manager for education station KETS-TV(St. Louis).....Milton R. Slater named program director of WWLP-TV(Springfield).....Wallis Bishop upped to news editor at WOI-TV(Ames).....Morris A. Mayers appointed general manager of closed circuit operations for the DuMont network.....Music Services, Inc., formed in Hollywood by Herbert Spencer and Earle Hagen to provide film producers with a music department. They already handle music for the Danny Thomas TV show and are working on the Ray Bolger films, both ABC-TV properties.....Willard Sheldon named a director on the Kit Carson TV film series by Revue Productions.

STATE OF TEXAS

County of ... State of Texas ...
I, the undersigned, Clerk of the County of ... State of Texas, do hereby certify that the within and foregoing is a true and correct copy of the original as the same appears in the records of the County of ... State of Texas.

NOTICE TO CREDITORS

Notice is hereby given that the undersigned, ...
has filed for the purpose of ...
the following schedule of assets and liabilities ...

Assets ...
Liabilities ...
The total amount of assets is ...
The total amount of liabilities is ...

Witness my hand and the seal of the County of ... State of Texas, this ... day of ... 19...
Clerk of the County of ... State of Texas

At a conference held at ...
on the ... day of ... 19...
the following resolutions were adopted ...

Resolved, that ...
Resolved, that ...
Resolved, that ...
Resolved, that ...
Resolved, that ...

PROGRAM NET TIME(EDT, CHANGING TO EST ON 9/27) TALENT ROSTER

Most of the shows on September 27, 28, 29 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 2. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars (R). Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY SEPTEMBER 25
~~FRIDAY SEPTEMBER 25~~

THE GOLDBERGS NBC 8pm (R) & Dora Weissman, Mari Lynn; (SW & SD, LAST SHOW IN SERIES)

MAMA CBS 8pm Katrin at Business School - (O) by Turner Bullock; with (R) & Robert Enhardt, John Connell, Mary Mace, Joyce Van Patten; (SD)

GUIDE RIGHT DuM 8:30 Ann Crowley (S), Tommy Edwards (C), Bud & Cece Robinson (D)

CAMPBELL TV NBC 9:30 Believe - (O) by Julius Horwitz, (A) by Jesse Sandler; with Joseph Anthony, Joan M. Copeland, Addison Richards, Fran Carlon, Jean Alexander, Frank Maxwell, Bernard Kates; (SD)

YOUR CHEVROLET WABC 10pm George Jessel (C), Herb Shriner (C), Toni Arden(S), Elaine Dunn (D), The Debonairs (S&D), Stan Kenton & Orch.; (S Prod) by Perry Lafferty; (SD) by Roger Shope(PREMIERE)

SATURDAY SEPTEMBER 26
~~SATURDAY SEPTEMBER 26~~

ROCKET RANGER CBS 11:30 (R) & Woodrow Parfrey, Robert Robbins, Frank Baxter

Johnny Jupiter WABC 5:30 Masquerade Party - (SW) by Jerome Coopersmith & Sam Rockingham, (A) by William Kendall Clarke; with (R) & Reta Shaw, Florenz Ames; (SD)

Hopalong Cassidy WNBT 6:30 Alien Range - (SW) by Sherman L. Lowe; with (R) & Otto Waldis, Maria Palmer, Glenn Strange, James Griffith, Larry Hudson; (SD) by Thomas Carr

STORK CLUB CBS 7pm Betty Ann Grove (S), Ted Straeter (M&S), The Satisfiers (S), Constance Moore (S), Kaye Ballard(SC)

Wild Bill Hickok WABD 7pm (R) & Joan Diener

ETHEL & ALBERT CBS 7:30 (R) & Charles Halton, Matt Crowley, Patricia Sloane; (SW & SD)

BONINO NBC 8pm add (R) Angela Adamides; & Brett Somers, Frieda Altman; (SW & SD)

JACKIE GLEASON CBS 8pm Yogi Berra, Mickey Mantle, Phil Rizzuto, Hank Bauer (baseball) & R; (SW & SD)

YOUR SHOW OF SHOWS NBC 9pm Bambi Lynn & Rod Alexander (D), Dolores Hawkins(S), the Men of Song (S), Bob Monet (S)

MEDALLION THEATRE CBS 10pm The Big Bow Mystery - (O) by Israel Zangwill, (A) by Robert Sloane; with Sir Cedric Hardwicke, Bethel Leslie, Noel Leslie, Lloyd Bochner; add: Bertha Belmore, Felix Deebank, Alan Gifford; Dir by Matt Harlib; Prod by Mort Abrahams

Revlon Mirror Theatre CBS 10:30 Heads or Tails - (O) by Betty Reinhardt, Shirley White, & Hans Jacoby; with John Ireland, Joanne Dru Mary Sinclair; add: James Griffith, Ralph Sanford, Ted Ryan, Harrison Lewis, Ted Stanhope; Dir by Rodney Amateau

SUNDAY SEPTEMBER 27
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AMERICAN INVENTORY NBC 2pm Space Travel - with Will Jenkins (writer), Ray Morgan; (SD, PRE-KINE)

EXCURSION CBS 3:30 Roland LaStarza, Byron "Whizzer" White, Maureen Connelly (in film clip), Carl Erskine (all sports)

LAMP UNTO MY FEET CBS 5pm The Difference - (O) by Palmer Thompson; with (Dr. Lyman Bryson) Karl Weber, Lauren Gilbert, Herb Patterson; (SD)

HALLMARK HALL OF FAME NBC 5pm A Smile for Danger - (O) by Harold Callen; with (Sarah Churchill) Churchill, Doris Lloyd, William Ching, Edward Ashley, William Woodson, Franz Roehen, Kate McKenna, John O'Malley Prod & (SD) by Albert McCleery (PREMIERE OF FALL SERIES, FROM H'D)

YOU ARE THERE CBS 6pm The Birth of a National Anthem - (O) by Kate Nickerson; with Robert Pastene, Cameron Prud'homme, Larry Fletcher, Roy Roberts, Rusty Lane, Peter Gumeny, Frank Aletter; add: Michael Higgins, Richard Casey, Jack Lord, Russell Hardie, Tom McDermott, John Waggaman, Robert Snively, Ken Herman ABC 6:30 Lilo (S); Jan Pearce (S); add: Lisa Ferraday

GEORGE JESSEL

PAUL WINCHELL CBS 7pm Sally Forrest, Mary Ellen Terry (D) choreographed (& Jerry Mahoney) by James Nygren

Private Secretary CBS 7:30 (O) by Leonard Gersh; with (R) & Eve Abbott, Virginia Myers; (SD) (Ann Sothern)

MR. PEEPERS NBC 7:30 (R) & Luis Camuti; (SW & SD)

TOAST OF THE TOWN CBS 8pm Peter Lind Hayes & Mary Healy (C&S), Darvas & Julia (D), Patachou (S), Walter Dare Wahl (C), Stan Freberg (C), Daws Butler & June Foray (S); Arcaro, Atkinson (jockeys) (R): Daisy Bernier, Joe Marine, Bernadine Read, FRED WARING CBS 9pm Frank Davis, Keith & Sylvia Textor, Leonard Krandonk, Bob Sands, Gordon Goodman, Frances Wyatt (all S), Poley McClintock & Lumpy Brannum (C), Virginia Morley & Livingston Gearhart (M) (PREMIERE OF FALL SERIES)

PHILCO TELEVISION NBC 9pm O for 37 - (O) by David Shaw; with Eva Marie Saint, PLAYHOUSE James Broderick, Arthur O'Connell, Billy M. Greene, Moultrie Patton, Bobby Vail, Brian Walsh, Dan Frazer; Dir by William Corrigan

ROCKY KING, DEPECTIVE DuM 9pm Open & Shut - (O) by George Hammerly; with (R) & (Roscoe Karns & Earl Hammond) Grant Sullivan, William Kemp, Gaye Jordan, Eli Segal, Hal Riddle; (SD)

ARTHUR MURRAY PARTY CBS 9:30 Richard Tucker (S), Billy De Wolfe (C); kill: Burton's Birds; add: Chiquita & Johnson (D) (Kathryn Murray)

THE WEB CBS 10pm Combination for Murder - (O) by Patrick Quentin, (A) by Helene Hanff; with Evelyn Varden, Ray Walsten, Eric Fleming, Patricia Smith, Ann Thomas, Si Oakland, Ted Erwin; (SD) by Lela Swift

I Led Three Lives WNBT 10:30 Elaine Sterling, Lynn Davies, Peter McCabe, Louis (Richard Carlson) Nicoletti; (O) by Donn Mullally; Dir by Eddie Davis (PREMIERE)



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VOICE OF FIRESTONE NBC 8:30 Mildred Miller, Jerome Hines (both S)

ROBERT MONTGOMERY NBC 9:30 The Big Money - (O) by John Dos Passos (from USA), (A) by Irving Gaynor Neiman; with Wendell Corey, Jeanne Shepherd, Ralph Dunn, Robert Wark, Arthur Jarrett, Ralph Chambers, Ralph Dunn; (SD) by Gerald Savory

RED BUTTONS CBS 9:30 Nanette Fabray (S); Don DeLeo, Edmund Cramer, (Joe Silver) Faith Dane, James Little, Walter Klavun, Betty Ann Grove, Ralph Roberts, Joe E Ross; (SW & SD)

STUDIO ONE CBS 10pm Hound-Dog Man - (O) by Fred Gipson, (A) by Mel Goldberg; with Jackie Cooper, E. G. Marshall, Betsy Palmer, Lydia Westman, Connie Lembcke, Bruce Gordon, Griff Evans, Charles Taylor, Sylvia Weld, Charles Althoff, Fay Sappington, Harry Pedersen, Betty Miller; (SD) by Franklin Schaffner

Adolphe Menjou's Favorite Story WNBT 10:30 My Double - (O) by Edward Everett Hale, (A)-(SW); with Menjou, Mary Brian, Everett Glass, George Eldredge, Ray Montgomery; (SD)

TUESDAY SEPTEMBER 29

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Cavalcade of America ABC 7:30 Sam and the Whale - (O) by George Faulkner; with Cecil Kellaway, Doris Lloyd, Charles Nolte, John Dodsworth, Russ Conklin, Charles Cane(FALL PREM'RE)

Pulse of the City WABD 7:45 Line of Duty - with cast to be announced;(SW & SD)

Gene Autry CBS 8pm Rio Renegades - (O) by Elizabeth Beecher; with (Pat Buttram) Sheila Ryan, Stanley Andrews, Myron Healey, Lee Van Cleef, Harry Harvey, Effie Laird

BUICK-BERLE NBC 8pm (R): Ruth Gilbert, Arnold Stang, Alan Roth & Orch. & Tallulah Bankhead, Frank Sinatra (S); (SW & SD)

THIS IS CBS 9pm Panel: Jackie Gleason (C), Jacqueline Susann, Sam SHOW BUSINESS Levenson (C); Performers: John Raitt (S), Phil (Clifton Fadiman) Foster (C), Gloria Gilbert (D)

Fireside Theatre NBC 9pm Domestic Tranquility - (O) by Eugene Vale; with (Gene Raymond) George Givot, Ric Vallin, Nick Dennis, George Conrad, David Blair, Peggy Castle, Sheila Bromley, Abe Dinovitch, Jo Gilbert; (SD)

I'm the Law WABD 9pm Sob Sister - (SW) by Marianne Mosner & Francis Ro- (George Raft) senwald; with Jane Frazee, King Donovan, Barbara Billingsley, Tristram Coffin, Earl Lee, Peter Brocio; (SD)

ARMSTRONG CIRCLE NBC 9:30 A Time to Live - (O) by Theodore Case; with Leora THEATRE Dana, Hugh Riley, Addison Richards, Olga Fabian, Marcel Hillaire, Gaby Rodgers; (SD) by Jim Sheldon

SUSPENSE CBS 9:30 The Sisters - (O) by George Wells, (A) by William K. Wells; with Martha Scott, Judith Evelyn, John Alexander, Archie Smith, Thomas Palmer, Joseph Turdo; (SD)

JUDGE FOR YOURSELF NBC 10pm Panel: Milt Gabler (records), Muriel Abbott (agent), (Fred Allen) George Jessel (C); Performers: Baker & Morris (M), The Manhattans (S), Stuffy Bryant (D)

DANGER CBS 10pm Once Over Lightly - (O) by Thomas Walsh; (A) by Reginald Rose; with Joe Maross, Christine White, Charles Mendick, Lydia Reed, Army Freeman, Jerry Crews; (SD)

ROSS REPORTS - 9/27/53 - Page 9 - TALENT SHOWSHEET(more)

Date	Time	Location
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1942-1943	11:00	MOUNTAIN VIEW
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1942-1943	12:00	MOUNTAIN VIEW
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1942-1943	13:00	MOUNTAIN VIEW
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1942-1943	16:00	MOUNTAIN VIEW
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1942-1943	17:00	MOUNTAIN VIEW
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THE TELEVISION INDEX

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EDITOR: Jerry Leichter

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WEEKLY REPORT

EDITOR'S NOTE: The Television Index correction cards for September have been delayed due to a changeover in typographical set-up. A smaller type size is being used for all future listings on cards in order to include even more program information than has been possible up to now. September cards will be mailed late this week.

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Monday (5)

ABC- 4-4:30pm, Mon thru Fri; DEBUT; Turn To A Friend; from WABC-TV(NY), to the net. Sustaining. Pkgr - ABC-TV, New York; Prod - Drexel Hines; Dir - Lou Sposa. Dennis James is m.c. of program providing aid for contestants who need financial or other help. Has been an ABC radio net show, with James.

ABC- 4:30-5pm, Mon thru Fri; DEBUT; The Ern Westmore Show; from WABC-TV(NY), to the net. Sustaining. Pkgr - Hallmark TV Productions(NY); Exec Prod - Kroger Babb; Prod Superv - Dick Hopkins; Dir - Shelly Hull. Ern Westmore, one of the five make-up Westmores, brings to the net his beauty advice show, assisted by his wife Betty, and featuring vocalist Dick Hyde. The show has been seen locally this year in Cincinnati, Birmingham and Miami.

ABC- 8:30-9pm; DEBUT; Of Many Things; from WBKB(Chi), to the net. Sustaining. Pkgr - Louis G. Cowan, Inc. (NY); Prod - John Lewellen and Jay Sheridan (Chi); Dan Schuffman (Chi). Dr. Bergen Evans conducts an informal discussion program, going into all fields of human knowledge, with a guest each week who is an authority on the subject under discussion.

ABC- 9-9:30pm; RETURN; Junior Press Conference; from WFIL-TV(Phila), to the net. Sustaining. Pkgr-Prod - Ruth Geri Hagy, c/o WFIL-TV. Collegiate panel program seen last season on ABC-TV on Sunday, returns with its four-person collegiate panel and Ruth Geri Hagy as panel moderator to direct questions of the panel at guests who are noted figures in public affairs.

CBS- 8-8:30pm; NEW CYCLE; George Burns and Gracie Allen Show, ON FILM; from KNXT(Hd), 55 stations net, 49 delayed (Carnation), and 36 stations net, 41 delayed (Goodrich). Sponsors - Alternating: 1) Carnation Company (Milk Products) thru Erwin, Wasey & Co., Inc(LA), Acct Exec - Norman F. Best; Agcy Super - Robert Redd. 2) B. F. Goodrich Co (Tires & Other Products) thru

(Cont'd - next page)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

THIS WEEK(Cont'd)

Monday(5)-(Cont'd)

Burns and Allen (Cont'd): Batten, Barton, Durstine & Osborn, Inc(NY); Group Head - Len Carey; Acct Exec - Ralph Usifer; Agcy Superv - Wayne Tiss and Walter Tibbals(both LA); Comm Superv - Len Hall. Pkgr - McCadden Corp(H'wood); Prod-Dir - Frederick de Cordova; Assoc Prod - Al Simon; Prog-Comm Anncr - Harry Von Zell; Writers - Sid Dorfman, Harvey Helm, Keith Fowler, William Burns; Music Dir - Leith Stevens. The fall cycle of the Burns & Allen series introduces Larry Keating as Harry Morton, a new producer-director of the series, and some new sets. Bea Benadaret continues as Mrs. Morton.

CBS- 9-9:30pm; RETURN; I Love Lucy, ON FILM; from WCBS-TV(NY) & KNXT(Hd), 52 stations net, 50 delayed. Sponsor - Philip Morris & Co (Cigarettes) thru Biow Co., Inc(NY); Acct Exec - Charles Hirth; Agcy Superv - Les Tomalin; Comm Anncrs - Various. Pkgr-Prod - Desilu Productions(Hd); Prod - Jess Oppenheimer; Dir - William Asher; Music Dir - Wilbur Hatch; Writers - Jess Oppenheimer, Madelyn Pugh, Bob Carroll, Jr. Lucille Ball and Desi Arnaz return after summer hiatus with their familiar format, supported by William Frawley and Vivian Vance.

NBC- 9-9:30pm; RETURN & NEW DAY; RCA Victor Show Starring Dennis Day, ON FILM; from KNBH(Hd), 42 stations net, 57 delayed. Sponsor - RCA Victor Division of Radio Corp of America thru J. Walter Thompson Co(NY), Acct Exec - Henry Johnson; Agcy Superv - Tony Stanford (LA); Comm Superv - Peter Dunham. Pkgr-Film Prod - Denmac Productions(H'wood); Exec Prod - Joe Bigelow; Prod - Paul Henning; Dir - Rod Amatel and James Nielson, alternating; Assoc Prod - John McNulty; Music Dir - Charles Dant; Writers - Paul Henning, Stanley Shapiro. Dennis Day returns after summer hiatus on a new day and time in an all-film situation comedy in which Day plays a young bachelor singer in a typical Hollywood apartment house. Regulars include Cliff Arquette, Carol Richards and seven-year-old Jeri Lou James.

Tuesday(6)

NBC- 7:30-7:45pm, Tues and Thurs; RETURN; The Dinah Shore Show; from KNBH(Hd), 53 stations live, 4 hot kine. Sponsor - Chevrolet Motor Division, GMC, & Chevrolet Dealers thru Campbell-Ewald Co(Detroit), Acct Exec - H. G. Little; Agcy-Comm Superv - Willard Hanes(H'wood); Prog-Comm Anncr - Art Baker. Pkgr - NBC-TV; Prod-Dir - Alan Handley(H'wood); Music Dir - Vic Schoen; Music Arrgr & Miss Shore's Accompanist - Ticker Freeman; Writer - Alan Handley. Dinah Shore returns after summer hiatus, with The Notables, vocal quintet; and occasional guests.

Wednesday(7)

ABC- 7:30-8pm; RETURN; Mark Saber, ON FILM; from WABC-TV(NY), 12 stations net, 11 delayed. Sponsor - Sterling Drug, Inc (Bayer Aspirin, Phillips Milk of Magnesia & Tooth Paste, Molle Shave Cream) thru Dancer-Fitzgerald-Sample, Inc(NY), Acct Exec-Agcy-Comm Superv - George Tormey. Pkgr-Film Prod - Roland Reed Productions(Hd). Tom Conway stars in this mystery series.

DuM- 9-9:30pm; DEBUT; Colonel Humphrey Flack; from WABD(NY); 4 stations live, 19 kine. Sponsor - American Chicle Co (Clorets and Dentyne) thru Dancer-Fitzgerald-Sample, Inc(NY), Acct Exec - R. A. Porter; Agcy Superv - Ramon J. Cabrera; Comm Superv-Dir - Joe Shaw; Prog-Comm Anncr - Bob Shepard (cq). Pkgr - Stark-Layton, Inc(NY); Exec Prod - Ed Jurist; Dir - Lester Vail; Asst Dir - Steve Oatis; Script Ed - Ed Jurist; Music Dir - Binny; Sets - Karl Huglin. Alan Mowbray stars as Col. Flack in a picaresque comedy series based on short stories by Everett Rhodes Castle which have appeared in the Saturday Evening Post and were adapted for radio. Frank Jenks plays the Colonel's side-kick.

THIS WEEK(Cont'd)

Thursday(8)

ABC- 8:30-9pm; DEBUT; Where's Raymond?, ON FILM; from KECA-TV(Hd), 60 stations net and delayed. Sponsors - Alternating: 1) American Cigarette & Cigar Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY), Acct Exec - William M. Spire. 2) Sherwin-Williams Co (Super Kem-Tone & Kem-Glo Paints) thru Fuller & Smith & Ross, Inc(Cleveland); Acct Exec - Ken Moore; Comm Superv - Art Duram(NY). Pkgr - B & R Enterprises, Inc (H'wood); Film Prod - Desilu Productions(Hd); Prod - Jerry Bresler; Dir - Marc Daniels; Asst Dir - Jimmy Nicholson; Writer - William Bowers; Art Dir - Claudio Guzman; Music Dir - Earl Hagen and Herbert Spencer (Music Services, Inc, H'wood) and Ed Scott as accompanist and special arranger for Mr. Bolger. Ray Bolger stars in this new series, designed as a "musical comedy book show," as "Raymond Wallace," a Broadway musical comedy star who has on-and-off-stage problems. (See page 10 for cast).

NBC- 10-10:30pm; HIGHLIGHT; March of Medicine; from WBZ-TV(Boston), 74 stations estimated. Sponsor - Smith, Kline & French Laboratories (Ethical Drug Specialties). Prod - S, K & F, the American Medical Assn and NBC-TV. First of a fall series of telecasts, pre-empting the time of Martin Kane this date and Nov 5 and Dec 3. The series was inaugurated last year in connection with three AMA meetings, but this year they will be presented in the form of "Progress Reports" on medicine, with the first devoted to heart disease and associated ills; the second, in November, will deal with cancer and the third will take place during the AMA's annual clinical meeting in St. Louis. Each program is produced by Smith, Kline & French writers, with NBC production staffers.

Friday(9)

CBS- 8:30-9pm; DEBUT; Topper, ON FILM; from WCBS-TV(NY), 55 stations net, 21 delayed. Sponsor - R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co, Inc(NY); Acct Exec - Thomas Luckenbill; Comm Superv - Stanley Lomas; Comm Dir - Arnold Wester; Comm Anncr - Bob Williams. Pkgr - John W. Loveton & Bernard L. Schubert; Film Prod - Loveton-Schubert Productions (Hd); Prod - John Loveton, Bernard Schubert; Dir - Phil Rapp; Prod Superv - Herb Stewart; Asst Dir - Bill Kissel; Script Ed - Helen Gailen; Sets - Jim Roach; Writers - George Oppenheimer and Phil Rapp. Anne Jeffreys, Robert Sterling and Leo G. Carroll star in the comedy series based on Thorne Smith's novels of Cosmo Topper and his two charming ghost-friends. Lee Patrick is featured. Series replaces Man Against Crime at this time for the same sponsor.

Saturday(10)

CBS- 11-11:30am; DEBUT; Winky Dink and You; from WCBS-TV(NY), to the net. Sustaining. Pkgr - CBS-TV with Barry, Enright & Friendly, Inc(NY); Exec Prod - Richard Lewine (CBS); Prod - Dan Enright; Dir - Jerome Shaw; Music Dir - John Gart; Writer - Lewis Hayward. Jack Barry and "Winky Dink," an elfin cartoon character, present stories and games for home viewers.

Sunday(11)

ABC- 7:30-8pm; HIGHLIGHT; Mission To The World; from WABC-TV(NY), to the net. Prod - Frederick Heider; Dir - Charles Russhon. Bishop Fulton J. Sheen will point up the meaning and importance of Mission Sunday, inaugurated in 1923 as an annual day of prayer. Bishop Sheen will solicit prayer and funds for the support of Catholic missions throughout the world for the coming year.

CBS- 4-4:30pm; NET CHANGE; Juvenile Jury; from WCBS-TV(NY), no. of stations indefinite. Sponsor - Pharmaceuticals, Inc (Geritol and Geritol, Jr) thru Edward Kletter Associates, Inc(NY); (Continued on next page)

THIS WEEK(Cont'd)

Sunday(11)-(Cont'd)

Juvenile Jury (Cont'd): Acct Exec - Edward Kletter; Agcy Superv - Norman Livingston; Comm Annncrs - Dale Kennedy and Jack Barry; Prog Annncr - Dale Kennedy. Pkgr - Barry, Enright and Friendly, Inc(NY); Assoc Prod - Ann Lawton; Dir - Jerome Shaw. Jack Barry is m.c. for panel of youngsters who offer solutions to problems presented by adults and children. Formerly seen on NBC-TV, Monday.

CBS- 9:30-10pm; DEBUT; The Man Behind The Badge; from WCBS-TV(NY), 32 stations live, 19 kine. Sponsor - Bristol-Myers Co (Ipana AC, Mum, Bufferin, Sal Hepatica) thru Doherty, Clifford, Steers & Shenfield, Inc(NY); Acct Exec - Joel Jacobs; Agcy Superv - Chester MacCracken; Comm Superv-Dir - Les Armbruster; Prog-Comm Annncr - Joel Aldred. Pkgr - Bernard J. Prockter Productions(NY); Exec Prod - Everett Rosenthal; Prod - Jerry Robinson; Dir - Arthur Singer; Casting - Dallas Brody (Prockter); Writer - Paul Monash (premiere). Norman Rose narrates stories of police activities in separate half-hour dramas.

DuM- 5-6pm; DEBUT; Chicago Symphony Orchestra; from WGN-TV(Chi), no. of stations indefinite. Sustaining. Pkgr - WGN, Inc.; Dir - Barry McKinley (WGN); Music Commentator - Ken Nordine. The Chicago Symphony under the direction of Fritz Reiner, in his first year as conductor, will present weekly concerts from the studios of WGN-TV. They are sponsored in Chicago by the Chicago Title and Trust Co. which sponsored a half-hour series last season.

LAST WEEK'S NETWORK CHANGES

Thursday(Oct 1)

CBS- 10-10:30pm; DEBUT; Philip Morris Playhouse; from WCBS-TV(NY), no. of stations indefinite. Sponsor - Philip Morris & Co (Philip Morris Cigarettes) thru Blaw Co., Inc(NY); Acct Exec - Charles Hirth; Agcy Superv - Les Tomalin. Pkgr - CBS-TV; Prod - Charles Martin; Dir - Charles Irving; Music Dir - Ray Bloch; Art Dir - Robert Wade; Sets - Rotundo. Variety of half-hour dramas, replaced Pentagon, U. S. A., in this time slot.

Saturday(3)

DuM- 5:30-6:30pm; RETURN; New York Times Youth Forum; WABD(NY), to the net. Sustaining. Prod-Creator - Dorothy Gordon; Dir - Arnee Nocks. Dorothy Gordon moderates a panel of high school students discussing current issues.

NBC- 9-10:30pm; RETURN; All Star Revue; from WNBT(NY), 59 stations live, 4 kine. Sponsors - Same as for Your Show of Shows (See No. 36, Sept 6, p 3) All Star Revue is seen one week of every four, with various top comedians starring. Martha Raye headlines first two shows. Pkgr - NBC-TV; Exec Prod - Hal Janis; Prod - Carl Hoffenberg (Raye shows only); Dir - Nat Hiken (Raye only); TV Dir - Grey Lockwood; Writer - Nat Hiken (for Raye); Music Dir - George Bassman.

Sunday(4)

NBC- 12:45-1pm; DEBUT; The President's Week; from WNBQ(Wash), WNBT(NY) and other points, to the net. Sustaining. Pkgr - NBC-TV; Prod - Sanford Sheldon; Dir - Bob Priaulx; Narrators - Tex and Jinx McCrary. Through live interviews and coverage and newsfilm, a documentary picture of the Eisenhowers' activities is presented each week.

NBC- 1-1:30pm; RETURN; Youth Wants To Know; from WNBQ(Wash), to the net. Sustaining. Prod - Theodore Granik; Dir - Heywood Siddons; Asst to Prod - Alma Walker. Mr. Granik moderates discussion program during which large group of teen-age students spontaneously question outstanding people from various fields on current topics chosen by the students.

THIS WEEK(Cont'd)

Sunday(11)-(Cont'd)

Juvenile Jury (Cont'd): Acct Exec - Edward Kletter; Agcy Superv - Norman Livingston; Comm Annrcs - Dale Kennedy and Jack Barry; Prog Annrcr - Dale Kennedy. Pkgr - Barry, Enright and Friendly, Inc(NY); Assoc Prod - Ann Lawton; Dir - Jerome Shaw. Jack Barry is m.c. for panel of youngsters who offer solutions to problems presented by adults and children. Formerly seen on NBC-TV, Monday.

CBS- 9:30-10pm; DEBUT; The Man Behind The Badge; from WCBS-TV(NY), 32 stations live, 19 kine. Sponsor - Bristol-Myers Co (Ipana AC, Mum, Bufferin, Sal Hepatica) thru Doherty, Clifford, Steers & Shenfield, Inc(NY); Acct Exec - Joel Jacobs; Agcy Superv - Chester MacCracken; Comm Superv-Dir - Les Armbruster; Prog-Comm Annrcr - Joel Aldred. Pkgr - Bernard J. Prockter Productions(NY); Exec Prod - Everett Rosenthal; Prod - Jerry Robinson; Dir - Arthur Singer; Casting - Dallas Brody (Prockter); Writer - Paul Monash (premiere). Norman Rose narrates stories of police activities in separate half-hour dramas.

DuM- 5-6pm; DEBUT; Chicago Symphony Orchestra; from WGN-TV(Chi), no. of stations indefinite. Sustaining. Pkgr - WGN, Inc.; Dir - Barry McKinley (WGN); Music Commentator - Ken Nordine. The Chicago Symphony under the direction of Fritz Reiner, in his first year as conductor, will present weekly concerts from the studios of WGN-TV. They are sponsored in Chicago by the Chicago Title and Trust Co. which sponsored a half-hour series last season.

LAST WEEK'S NETWORK CHANGES

Thursday(Oct 1)

CBS- 10-10:30pm; DEBUT; Philip Morris Playhouse; from WCBS-TV(NY), no. of stations indefinite. Sponsor - Philip Morris & Co (Philip Morris Cigarettes) thru Biow Co., Inc(NY); Acct Exec - Charles Hirth; Agcy Superv - Les Tomalin. Pkgr - CBS-TV; Prod - Charles Martin; Dir - Charles Irving; Music Dir - Ray Bloch; Art Dir - Robert Wade; Sets - Rotundo. Variety of half-hour dramas, replaced Pentagon, U. S. A., in this time slot.

Saturday(3)

DuM- 5:30-6:30pm; RETURN; New York Times Youth Forum; WABD(NY), to the net. Sustaining. Prod-Creator - Dorothy Gordon; Dir - Arnee Nocks. Dorothy Gordon moderates a panel of high school students discussing current issues.

NBC- 9-10:30pm; RETURN; All Star Revue; from WNBC(NY), 59 stations live, 4 kine. Sponsors - Same as for Your Show of Shows (See No. 36, Sept 6, p 3) All Star Revue is seen one week of every four, with various top comedians starring. Martha Raye headlines first two shows. Pkgr - NBC-TV; Exec Prod - Hal Janis; Prod - Carl Hoffenberg (Raye shows only); Dir - Nat Hiken (Raye only); TV Dir - Grey Lockwood; Writer - Nat Hiken (for Raye); Music Dir - George Bassman.

Sunday(4)

NBC- 12:45-1pm; DEBUT; The President's Week; from WNBC(Wash), WNBC(NY) and other points, to the net. Sustaining. Pkgr - NBC-TV; Prod - Sanford Sheldon; Dir - Bob Priaulx; Narrators - Tex and Jinx McCrary. Through live interviews and coverage and newsfilm, a documentary picture of the Eisenhowers' activities is presented each week.

NBC- 1-1:30pm; RETURN; Youth Wants To Know; from WNBC(Wash), to the net. Sustaining. Prod - Theodore Granik; Dir - Heywood Siddons; Asst to Prod - Alma Walker. Mr. Granik moderates discussion program during which large group of teen-age students spontaneously question outstanding people from various fields on current topics chosen by the students.

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NETWORK SPONSOR ACTIVITY

REMINGTON RAND INC (Shaver Div) thru Young & Rubicam, Inc., becomes the alternate week sponsor of What's My Line, beginning Oct 4. Jules Montenier, Inc (Stopette), continues as sponsor, but alternate weeks only.

GENERAL FOODS CORP (Post Cereals Div) thru Young & Rubicam, Inc., picked up sponsorship of Rod Brown of the Rocket Rangers (CBS-TV Sat 11:30-12noon), effective Oct 3.

THE ENGLANDER CO (Mattresses) thru Leo Burnett, Inc., will sponsor a segment of the Bob Crosby Show (CBS-TV Mon thru Fri 3:30-4pm), effective Dec 25, buying the Friday 3:30-3:45pm period. Tappan Stove Co thru Ketchum MacLeod & Grove, Inc., will begin sponsorship of the Thursday 3:30-3:45pm segment effective Oct 14. American Dairy Assn thru Campbell-Mithun, Inc., currently sponsors Tues and Thurs 3:30-3:45pm.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Bob and Ray Show; DEBUT Oct 5; Mon thru Fri 7-7:15pm. Sustaining. New York Prod - Bob Elliott and Ray Goulding; Dir - Paul Burggraf; Music Dir - Paul Taubman; Sets - Norman Davidson; Writers - Elliott and Goulding. Bob and Ray move over from NBC with their satirical comedy. Marion Brash will assist.

WPIX(Ch 11) - Eloise McElhone Show; DEBUT Oct 5; Mon thru Fri 3-3:30pm. Sustaining. New York Prod - Barbara Walters; Dir - Freddie Bartholomew; Writer - Barbara Walters. Miss McElhone presents current fashion trends, helpful household hints and prominent Broadway and Hollywood guests.

WPIX - New York Television Auditions; DEBUT Oct 5; Mon 10-10:30pm. Sustaining. Dir - Ted Estabrook. Undiscovered talent will get an opportunity thru auditions to demonstrate their abilities and qualify for a three-minute air time chance to go further. Ted Steele will m.c. the program. Ed Sullivan, N. Y. News columnist, will aid in choosing the winners by telephoning his choice to the studio at the conclusion of each show.

WBBM-TV(Ch 2) - Voyage of Discovery; DEBUT Sept 27; Sun 3:30-4pm, Sponsor - Peter Chicago Hand Brewery Co thru BBD&O. John Barclay, Chicago actor, is host of program that will use slides, drawings, charts, films and similar aids in exploring fields of activity beyond the reach of the average person. Barclay interviews guests who can explain the program's topic. Program will delve into every conceivable human activity and apply new ideas and approaches to themes.

WNBK(Ch 4) - You Can Be Better; DEBUT Oct 9; Friday 7-7:30pm. Sustaining, public Cleveland service. Prod - WNBK and John Carroll University. Educational program featuring Rev. James J. McQuade, S.J., of John Carroll University. The theologian will cover a different subject each week as "a guide to everyday living," in a non-religious program.

KNBH(Ch 4) - Commander Comet; DEBUT Sept 28; Mon thru Fri 6:15-6:45pm. Sponsor - Hollywood Participations. Creator & Prod - Charles Snows; Prod Mgr - Tom Bar-on. New space adventure program, featuring a "live" space man from another planet. Larry Harmon plays Commander Comet, who with his friend Atomic Tommy land on earth from another sphere. Program will integrate factual material with interviews with scientist guests and other experts.

KTTV(Ch 11) - Close-Up; DEBUT Oct 1; Thurs 10:30-10:45pm. Sponsor - Glen Aire De-Los Angeles velopment Co. Prod-Dir - Lennie Blondheim. George Putnam interviews people to bring out the human interest element, the little-known facts seldom mentioned in news reports, either currently or in the past.

MEMORANDUM FOR THE DIRECTOR, FBI

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LOCAL STATION ACTIVITY(Cont'd)

KDYL-TV(Ch 4) - Bruce Vanderhoof's Open House; DEBUT Sept 28; Mon thru Fri 4-5:30pm. Salt Lake City KDYL disc jockey Bruce Vanderhoof adds 7½ hours of TV interviews, talent guests, informal student competitions, to his 23 hours of disc jockey shows on radio. A wide variety of stunts and entertainment features will be used each day. Local high school and college students will participate daily.

KGO-TV(Ch 7) - Kathleen Jensen; RETURN Oct 2; Fri 4:15-4:30pm. Sponsor - Remar San Francisco Baking Co thru Elliot, Goetze & Boone Advertising. Miss Jensen shows unusual uses of bread in menus and for various food uses.

NEWS AND COMMENT

ABC SETS UP PACIFIC NETWORK, to begin operations Friday, Oct 9. The ABC-TV Pacific Coast Regional Network will start with a commercial sale; Regal Amber Brewing Co of San Francisco will sponsor "Your Claim To Fame," a panel quiz show starring George Fenneman as moderator. The buy was thru Guild, Bascom & Bonfigli for the sponsor and will include the following stations in the net: KOIN-TV, Portland; KOAT-TV, Albuquerque; KFMB-TV, San Diego; KEY-TV, Santa Barbara; KERO-TV, Bakersfield; KJEO-TV, Fresno; KSBW-TV, Salinas-Monterey; KGO-TV, San Francisco; KCCC-TV, Sacramento; KHSL-TV, Chico; KGMB-TV, Honolulu. The program will originate in the hub-city station, KECA-TV, Hollywood. Nine of the cities represented in the net are in California.

CBS STANDARDIZES WEST COAST SCHEDULING, coordinating Pacific Coast telecasts to permit similar hour scheduling with East Coast times. Through kinescope recordings, programs scheduled on the net from 7-8pm, EST, will be seen in the Pacific zone from 6-7, PST; those seen network from 8-10pm EST, will be coast-shown from 8-10pm, PST, and those scheduled from 10-11pm EST, will be telecast 7-8pm, PST. New system had already been followed for some time for film programs, changing times so that well-known shows are in the same time slots on both East and West screens. Increased use and improvement of hot kinescope spurred the changes, too.

NEW NETWORK AFFILIATIONS: To ABC-TV: WAYS-TV(Ch 36), Charlotte, N.C., owned by Inter-City Advertising Co of Charlotte, Inc., James Poston, gen mgr., effective Nov 1. To CBS-TV: KGGM-TV(Ch 13), Albuquerque, N.M., owned by New Mexico Broadcasting Co, A. H. Hebenstreit, gen mgr; WPFA-TV(Ch 15), Pensacola, Fla., owned by WPFA-TV, Inc., F. E. Busby, gen mgr; KZTV(Ch 8), Reno, Nev., owned by Nevada Radio-Television, Inc., Harry Huey, gen mgr; WTSK-TV(Ch 26), Knoxville, Tenn., owned by Television Services of Knoxville, Inc., Harold B. Rothrock, gen mgr; KTAG-TV(Ch 25), Lake Charles, La., B. Hillman Bailey, Jr., gen mgr; WSTV-TV(Ch 9), Steubenville, O., owned by WSTV-TV, Inc., John J. Laux, gen mgr; WPRO-TV(Ch 12), Providence, R.I., owned by Cherry and Webb Television Broadcasting Co., Arnold F. Schoen, Jr., gen mgr; KATV(Ch 7), Pine Bluff, Ark., owned by Central South Sales Co., James C. Leake, gen mgr; KHOL-TV(Ch 13), Kearney, Nebr., owned by Bi-States Co., Harold J. Hamilton, gen mgr.

PERSONNEL CHANGES: Rod Serling, joined WLW, Cincinnati, as editor of dramatic scripts, in charge of script selection and editing, working on radio, although he has been a prominent TV free lance writer.....Ernest Lee added duties as director of services for KTTV, Los Angeles, continuing as personnel manager for the station..
.....Alfred Butterfield named executive producer, news and public affairs, for CBS Television Newsfilm program development.....Miss Marion Lonsberry named manager, WCBS-TV, New York, operations dept; and Haworth White, named manager of the station's business dept; both reporting to Hal Hough, the station's program director.....
David B. Graham has joined the TV dept of Dancer-Fitzgerald-Sample, to supervise commercials for Ekco Products Co programs. He had been associate editor of Ross Reports for the past two years.

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TALENT SHOWSHEET OCTOBER 5-11, 1953

Most of the shows on October 2,3,4 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 9. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars (R). Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

PROGRAM	NET TIME(EST)	TALENT ROSTER
<u>FRIDAY OCTOBER 2</u>		
MAMA (Peggy Wood)	CBS 8pm	<u>Gunnar's Aunt</u> - (O) by Jerome Ross; with (R), Alice Frost, Carl Frank, Patty McCormack; (SD)
<u>Pepsi Cola Playhouse</u> (Arlene Dahl)	ABC 8:30	<u>When Lovely Woman</u> - (O) by Lawrence Kimble; with Marguerite Chapman, Ron Randell, James Millican, Barbara Billingsley; Dir by Robert G. Walker(PREMIERE, NEW SHOW).
COMEBACK STORY	ABC 9:30	Bobby Breen (S)
YOUR CHEVROLET SHOWROOM (Cesar Romero)	WABC 10pm	Shep Fields & Orch, Sugar Ray Robinson (D), Betty Reilly (S), Carolyn Ayers & her Escorts (D), Frank Fontaine (C), Mary Mayo (S)
MY FRIEND IRMA	CBS 10pm	(R): Marie Wilson, Mary Shipp, Richard Eyer, Donald McBride; (SW) by Jay Sommers, Johnny Greene Dir by George Cahan (FROM HOLLYWOOD, PREMIERE)
<u>SATURDAY OCTOBER 3</u>		
ROCKET RANGER	CBS 11:30	(R), Arthur Batanides, Eric Daniel, John Winters, Roy Baine; (SW & SD)
<u>Johnny Jupiter</u> (Wright King & Cliff Hall)	WABC 5:30	<u>Masquerade Party</u> - incorrectly listed for Sept. 26 (See Vol. 5 No. 39, P. 7). For the record, show on that date was <u>Hair Tonic</u> - with (R), Harry Mehaffey, Charles Egelston, Carl Harms; (SD)
<u>Hopalong Cassidy</u>	WNBT 6:30	Pre-empted by NCAA football game
STORK CLUB (Sherman Billingsley)	CBS 7pm	Polly Bergen (S), Betty Ann Grove (S), Ted Straeter (S), Rudy Vallee (S), The Honeydreamers (S), Barbara Britton
ETHEL & ALBERT (Peg Lynch, Alan Bunce)	NBC 7:30	Rusty Lane, Joe Helgesen, Jack Davis, Jason Johnson, Neil Skinner, William Neal, Ed Holmes, Stephen Gray, Douglas Parkhirst, Mona Bruns, Cyrilla Dorn; (SW, SD)
LEAVE IT TO THE GIRLS(McNellis)	ABC 7:30	kill: George Jessel; add: John Henry Faulk, guest; (PREMIERE)
BONINO	NBC 8pm	(R) Murio Dooley; (SW & SD)
ALL STAR REVUE (Martha Raye)	NBC 9pm	Margaret Truman, Cesar Romero, Jake LaMotta, Rocky (1 wk in 4) Graziano (latter two, boxers); Dir & (SW) by Nat Hiken; Prod by Carl Hoffenberg; Music - George Bassman; TV Dir-Grey Lockwood (PREMIERE OF FALL SERIES)
MEDALLION THEATRE	CBS 10pm	<u>The Archer Case</u> - (O) by Alexander Woolcott (<u>The Archer-Shee Case</u> , (A) by Robert Tallman; with Claude Rains, Bramwell Fletcher, Jerome Kilty, Una O'Connor, Judson Rees, Halliwell Hobbes, Mary Barclay; Dir by Charles Powers(first of 3 shows)
Revlon Mirror Theatre	CBS 10:30	<u>Lullaby</u> - (O) by Cornell Woolrich, (A) by Felix Feist, Steve Fisher; with Agnes Moorehead, Tom Drake
<u>ROSS REPORTS - 10/4/53</u>		- Page 7 - <u>TALENT SHOWSHEET</u> (more)

Part of the report is devoted to a study of the... The following are the main results of the study...

CONTENTS

Table with multiple columns listing page numbers and corresponding text entries, including sections like 'Introduction', 'Methodology', and 'Conclusions'.

SUNDAY OCTOBER 4

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FRONTIERS OF FAITH	NBC 1:30	<u>The Gardener Who Was Afraid of Death</u> - (O) by Henri Brochet, with Gene Lockhart, Nancy Wells, Vincent Dowling, Philip Kenneally; (SD)
LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 4:30	<u>It's About Time</u> - (O) by Palmer Thompson; with Alan Devitt, Charles Webster, Patricia Wheel; (SD)
OMNIBUS (Alistair Cooke)	CBS 5pm	<u>Glory in the Flower</u> - (O) by William Inge; with Hume Cronyn, Jessica Tandy, Edward Binns, Mark Rydell, James Dean, Nancy Baker, June Connelly, Regina Jouvin, Inge Rode, Jim Everett, Tony Vorno, Jack Betts, John Connell, James Garfield, Pat O'Neill, Pat Stanley; (SD) by Andrew McCullough; <u>Scenes from Oklahoma!</u> - music by Richard Rodgers, book & lyrics by Oscar Hammerstein 2d; with Ridge Bond, Barbara Cook, Mary Marlo; (SD) by Robert Banner; <u>The Big Dome</u> - (O) by Muriel Rukeyser; Dir by Byron Paul (FROM WASH.); Film clip from <u>The Little Fugitive</u> ; <u>This Little Kitty Stayed Cool</u> - (O) by James Thurber, (A) by Tad Mosel; with Carol Channing, Elliot Reid; (SD) by Banner (PREMIERE OF FALL SERIES)
HALLMARK HALL OF FAME(Churchill)	NBC 5pm	<u>Of Time and the River</u> - (O) by Thomas Wolfe, (A) by Howard Rodman; with Thomas Mitchell, Sara Hayden, Lamont Johnson, Adrienne Mardon, Clarence Straight, Ann Doran, Raymond Hatten, Edward Earle, Harrison Lewis, Harvey Dunn, Tim Graham; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Secret of Sigmund Freud</u> - (O) by Jeremy Daniel with Richard Waring, Philip Bourneuf, Herbert Berg-hof, Fred Tozere, Michael Higgins, Dellie Ellis, Jerry Lockwood, Charles Wiley, Lucille Calbert, Gertrude Dolittle, Jon Richards, Percy Compton Freer; (SD)
GEORGE JESSEL	ABC 6:30	Georgia Gibbs (S), Teddy Atkinson (jockey), Joey Ward (S), Bobby Winters (juggler)
PAUL WINCHELL (& Jerry Mahoney)	NBC 7:30	Thomas Mitchell, Mary Ellen Terry (D), Margaret Hamilton, Walter Burke; (SW & SD)
JACK BENNY	CBS 7:30	Rochester (C), The Sportsmen Quartet (S)(FROM H'D)
MR. PEEPERS	NBC 7:30	(R), Gage Clarke, Arthur O'Connell; (SW & SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Guy Mitchell, Range Rider, Dick West in scene from <u>Those Redheads from Seattle</u> ; Helen Wood (D), Chuck Dressen (bsbl), Sam Levenson (C), Phyllis Kinzer & Jimmy McDermott (D), the Talbot Brothers (M&S); Walter Dare Wahl (D); <u>Casey at the Bat</u> - (O) by Ernest Lawrence Thayer, read by Lauren Bacall, enacted by Bil & Cora Baird's puppets
COLGATE COMEDY HOUR (Martin & Lewis)	NBC 8pm	T-Venuses (R): Dona Cole, Angie Dickinson, Suzanne Ames, Sue Casey, Dawn Oney, Mary Ann Edwards; Marc Platt (D), Fay MacKenzie (S), Skylarks, Peter Leeds, Eddie Ruder, Byron Kane, Irving Kaye, Frankie Branda(PREMIERE, FALL SER'S)
ROCKY KING, DETECTIVE (Earl Hammond)	DuM 9pm	<u>Change of Ownership</u> - (O) by Robert Nathe; with Carl Low, Jane Hoffman, Malcolm Beggs, Robert Ludlum, Robert Caldwell; (SD)
ORCHID AWARD	ABC 9:15	Nanette Fabray (S); Donald Woods, MC
ARTHUR MURRAY PARTY (Kathryn Murray)	CBS 9:30	Red Buttons, Jackie Gleason (both C), Burton's Birds, Billy Williams Quartet (S)
PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	<u>The Triple Doublecross</u> - (O) by Sam Ahlberg; with Frank Sutton, Betty Buehler, Steve Gethers, Tom Gorman; (SD)

Case No.	Case Name	Date	Status
100-1000	John Doe (100-1000)	10/10/20	Open
100-1001	Jane Smith (100-1001)	10/11/20	Open
100-1002	Robert Johnson (100-1002)	10/12/20	Open
100-1003	Mary White (100-1003)	10/13/20	Open
100-1004	David Brown (100-1004)	10/14/20	Open
100-1005	Sarah Green (100-1005)	10/15/20	Open
100-1006	Michael Black (100-1006)	10/16/20	Open
100-1007	Emily Gray (100-1007)	10/17/20	Open
100-1008	Christopher King (100-1008)	10/18/20	Open
100-1009	Amanda Lee (100-1009)	10/19/20	Open
100-1010	James Hill (100-1010)	10/20/20	Open
100-1011	Patricia Scott (100-1011)	10/21/20	Open
100-1012	Richard Young (100-1012)	10/22/20	Open
100-1013	Laura King (100-1013)	10/23/20	Open
100-1014	Steven Lee (100-1014)	10/24/20	Open
100-1015	Michelle Hill (100-1015)	10/25/20	Open
100-1016	Kevin Scott (100-1016)	10/26/20	Open
100-1017	Nicole Young (100-1017)	10/27/20	Open
100-1018	Brandon King (100-1018)	10/28/20	Open
100-1019	Stephanie Lee (100-1019)	10/29/20	Open
100-1020	Eric Hill (100-1020)	10/30/20	Open
100-1021	Victoria Scott (100-1021)	10/31/20	Open
100-1022	Benjamin Young (100-1022)	11/01/20	Open
100-1023	Karen King (100-1023)	11/02/20	Open
100-1024	Gregory Lee (100-1024)	11/03/20	Open
100-1025	Christina Hill (100-1025)	11/04/20	Open
100-1026	Timothy Scott (100-1026)	11/05/20	Open
100-1027	Heather Young (100-1027)	11/06/20	Open
100-1028	Jonathan King (100-1028)	11/07/20	Open
100-1029	Samantha Lee (100-1029)	11/08/20	Open
100-1030	Andrew Hill (100-1030)	11/09/20	Open
100-1031	Rebecca Scott (100-1031)	11/10/20	Open
100-1032	Christopher Young (100-1032)	11/11/20	Open
100-1033	Michelle King (100-1033)	11/12/20	Open
100-1034	Timothy Lee (100-1034)	11/13/20	Open
100-1035	Stephanie Hill (100-1035)	11/14/20	Open
100-1036	Eric Scott (100-1036)	11/15/20	Open
100-1037	Victoria Young (100-1037)	11/16/20	Open
100-1038	Benjamin King (100-1038)	11/17/20	Open
100-1039	Karen Lee (100-1039)	11/18/20	Open
100-1040	Gregory Hill (100-1040)	11/19/20	Open
100-1041	Christina Scott (100-1041)	11/20/20	Open
100-1042	Timothy Young (100-1042)	11/21/20	Open
100-1043	Heather King (100-1043)	11/22/20	Open
100-1044	Jonathan Lee (100-1044)	11/23/20	Open
100-1045	Samantha Hill (100-1045)	11/24/20	Open
100-1046	Andrew Scott (100-1046)	11/25/20	Open
100-1047	Rebecca Young (100-1047)	11/26/20	Open
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100-1049	Michelle Lee (100-1049)	11/28/20	Open
100-1050	Timothy Hill (100-1050)	11/29/20	Open
100-1051	Stephanie Scott (100-1051)	11/30/20	Open
100-1052	Eric Young (100-1052)	12/01/20	Open
100-1053	Victoria King (100-1053)	12/02/20	Open
100-1054	Benjamin Lee (100-1054)	12/03/20	Open
100-1055	Karen Hill (100-1055)	12/04/20	Open
100-1056	Gregory Scott (100-1056)	12/05/20	Open
100-1057	Christina Young (100-1057)	12/06/20	Open
100-1058	Timothy King (100-1058)	12/07/20	Open
100-1059	Heather Lee (100-1059)	12/08/20	Open
100-1060	Jonathan Hill (100-1060)	12/09/20	Open
100-1061	Samantha Scott (100-1061)	12/10/20	Open
100-1062	Andrew Young (100-1062)	12/11/20	Open
100-1063	Rebecca King (100-1063)	12/12/20	Open
100-1064	Christopher Lee (100-1064)	12/13/20	Open
100-1065	Michelle Hill (100-1065)	12/14/20	Open
100-1066	Timothy Scott (100-1066)	12/15/20	Open
100-1067	Stephanie Young (100-1067)	12/16/20	Open
100-1068	Eric King (100-1068)	12/17/20	Open
100-1069	Victoria Lee (100-1069)	12/18/20	Open
100-1070	Benjamin Hill (100-1070)	12/19/20	Open
100-1071	Karen Scott (100-1071)	12/20/20	Open
100-1072	Gregory Young (100-1072)	12/21/20	Open
100-1073	Christina King (100-1073)	12/22/20	Open
100-1074	Timothy Lee (100-1074)	12/23/20	Open
100-1075	Heather Hill (100-1075)	12/24/20	Open
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100-1077	Samantha Young (100-1077)	12/26/20	Open
100-1078	Andrew King (100-1078)	12/27/20	Open
100-1079	Rebecca Lee (100-1079)	12/28/20	Open
100-1080	Christopher Hill (100-1080)	12/29/20	Open
100-1081	Michelle Scott (100-1081)	12/30/20	Open
100-1082	Timothy Young (100-1082)	12/31/20	Open
100-1083	Stephanie King (100-1083)	01/01/21	Open
100-1084	Eric Lee (100-1084)	01/02/21	Open
100-1085	Victoria Hill (100-1085)	01/03/21	Open
100-1086	Benjamin Scott (100-1086)	01/04/21	Open
100-1087	Karen Young (100-1087)	01/05/21	Open
100-1088	Gregory King (100-1088)	01/06/21	Open
100-1089	Christina Lee (100-1089)	01/07/21	Open
100-1090	Timothy Hill (100-1090)	01/08/21	Open
100-1091	Stephanie Scott (100-1091)	01/09/21	Open
100-1092	Eric Young (100-1092)	01/10/21	Open
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100-1094	Benjamin Lee (100-1094)	01/12/21	Open
100-1095	Karen Hill (100-1095)	01/13/21	Open
100-1096	Gregory Scott (100-1096)	01/14/21	Open
100-1097	Christina Young (100-1097)	01/15/21	Open
100-1098	Timothy King (100-1098)	01/16/21	Open
100-1099	Heather Lee (100-1099)	01/17/21	Open
100-1100	Jonathan Hill (100-1100)	01/18/21	Open

SUNDAY OCTOBER 4 (Cont'd)

THE WEB CBS 10pm A Design for Execution - (O) by Henry Misrock; with Gene Lyons, Marjorie Gateson, Pat O'Malley, June Dayton, Irene Vernon, Ellen Davey, Court Benson, Vincent Van Lynn, Tony Brande, Myrtle Hebard, Roy Johnson; (SD)
Letter to Loretta NBC 10pm Prisoner at 1 o'clock - (O) by Gene Leavitt; with (Loretta Young) Bruce Bennett, Frank Ferguson, William Campbell, Ray Walker, Bob Faulk, Jeffrey Silver; Dir by Robert Florey

MONDAY OCTOBER 5

JAMIE ABC 7:30 First Day at School - no author credited; with (R), (Brandon de Wilde) Philip Rodd, Doug Cummings, Ann Sturgis, Adnia Rice, Jane Seymour; (SD)
VOICE OF FIRESTONE NBC 8:30 Rise Stevens (S)
THE BIG ISSUE DuM 8:30 kill: moderator Martha Rountree; add: Ned Brooks
ROBERT MONTGOMERY NBC 9:30 Breakdown - (O) by Patrick Marsh, (A) by Adrian Spies; with Brian Aherne, Margaret Phillips, Scott Forbes, Frederic Worlock, Horace Braham, Norman Barrs, Jack Benwell, Francis Compton, Norman Ettlenger, Richard Newton; (SD) by Norman Felton
RED BUTTONS CBS 9:30 Kitty Kallen (S); Ty Perry, Werner Klemperer, Tom (Joe Silver) Mahoney, Lynn Cannon, Nina Varela, Jim Little, Allan Walker, Joe E. Ross, Curtis Cooksey, Herbie Faye, Helen Papell, Sally Fain; (SW & SD)
STUDIO ONE CBS 10pm Silent the Song - (O) by Faith Baldwin, (A) by Tad Mosel; with Michele Morgan, Douglas Odney, Marian Seldes, Bertha Powell, Donald Foster, Frances Greer, Frances Foster, Yolanta Pyka, Charles Massinger; (SD) by Paul Nickell
Adolphe Menjou's Favorite Story WNBT 10:30 Three Strangers - (O) by Thomas Hardy, (A)-(SW); with Christine Larson, Bill Phipps, Myron Healey, William E. Green, John Dierkes, Lee Roberts, Dan White, Hank Patterson; (SD)

TUESDAY OCTOBER 6

Cavalcade of America ABC 7:30 The Stolen General - (O) by Frederick Jackson & Arthur Ripley; with Reginald Denny, John Abbott, Barbara Billingsley, Rex Evans, Ben Wright; Prod by Sovereign
Pulse of the City WABD 7:45 Time Exposure - with Carlotta Sherwood, Edward Cary, Frank Sutton, Bob Herrman; (SW & SD)
Gene Autry CBS 8pm Ransom Cross - (O) by Robert Schaefer & Eric Freiwald; with Gail Davis, John Hamilton, Robert Lowery, Terry Frost, Rust Wescoatt; (SD) (Pat Buttram)
FOURSCOME DuM 8pm Babylon Revisited - (O) by F. Scott Fitzgerald, (A) by Paul Monash; with Geraldine Fitzgerald, William Prince, Charles Dingle, Audrey Christie, Gaye Huston, Anthony Kemble-Cooper, Marcel Hillaire; Prod & Dir by Frank Telford (ONE SHOT, PROJECTED SERIES)
BUICK-BERLE NBC 8pm (R), Edward G. Robinson, Eddie Fisher (S)
Fireside Theater NBC 9pm Refuge - (O) by Lawrence Goldman & Sol Stein; (A) (Gene Raymond) by John & Gwen Bagni; with George Nader, Amanda Blake, Gabor Curtiz, Robert Knapp, Everett Glass, Alphone Martell, Pepe Horn; (SD)

STATE OF TEXAS

1907

Section 1. The State of Texas is hereby divided into counties, to-wit: ...

Section 2. The county of ...

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THURSDAY OCTOBER 8 (Cont'd)

PHILIP MORRIS CBS 8:30 Room 203 - (O) by Charles Martin & Milton Lewis; PLAYHOUSE with Nina Foch, John Beal & others to be announced (SD) by Charles Martin. (PREMIERE OF NEW SERIES)

Big Town CBS 9:30 Frank Pulaski, Edelweiss Malchim, Carl Betz, (McVey & Nigh) Edward Earl; (SW & SD)

Ford Theatre NBC 9:30 The Doctor's Downfall - (O) by Steve McNeil, (A) by Karen DeWolf; with Paulette Goddard, Richard Denning, June Vincent, Sara Haden, Harlan Warde, Booth Colman, Lillian Culver; (SD) by Ted Post; Prod by Irving Starr

MARTIN KANE NBC 10pm Pre-empted by The March of Medicine

Foreign Intrigue WNBT 10:30 F. I. in the Underground Railroad - (O) by George (James Daly) & Gertrude Fass; with Nicole Courcel, Martine Bridoux, Harari, J.P Mocy; Music by Paul Durand

FRIDAY OCTOBER 9

DAVE GARROWAY NBC 8pm add: (R) Jill Corey & Shirley Harmer (S), Sinclair & Spaulding (D)

Pepsi-Cola Playhouse ABC 8:30 Wait for Me Downstairs - (O) by Cornel Woolrich, (Arlene Dahl) (A) by Fenton Earnshaw; with John Hudson, Allene Roberts, George Chandler, Tol Avery, Virginia Brissac, Walter Sande, Helen Mowery, Maudie Prickett, Clark Howat; Dir by John English

THE BIG STORY NBC 9pm Bill Moorhead, Kansas City Star - (O) by Max Ehrlich; with John Shellie, Jerome Kilty, Barnett Biro (Bob Sloane) Val Avery, John Alexander, Jacques Aubuchon, George Mitchell, Eugenia Rawls, Tommy Nello; (SD)

Schlitz Playhouse CBS 9pm The Long Shot - (O) by Leonard Heideman & Emmett Murphy; with Edmond O'Brien, Dave Willock, Patrick O'Neal, Charles Buchinsky, Pitt Herbert, Douglas Kennedy, Harlan Warde, William Pullen, Strother Martin, Robert Martin; (SD)

CAMPBELL TV NBC 9:30 Darling, Come Home - (O) by Jim Lehner, (A) by SOUNDSTAGE Frank P. DeFelitta; with Alice Frost, Allen Nourse, Raymond Edward Johnson, Virginia Chew, Edward Binns; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS, FRIDAY OCTOBER 2 THROUGH FRIDAY OCTOBER 9

GARRY MOORE CBS 1:30 Tu - Kaye Ballard(S&C), W - Billy Gilbert (C)

BOB CROSBY CBS 3:30 Tu - Donna Reed, W - Abbe Lane (S)

MAGIC COTTAGE WABD 6:30 M thru F - Al Ramsen, Bernard Kates; (SW & SD)

MONO-DRAMA THEATRE WABD 11:15 M thru F - The Tell Tale Heart - (O) by Edgar Allan Poe, (O) by Jay Bennett; with Martin Kosleck

STEVE ALLEN WNBT 11:20 add (R): Edie Gorme (S), replacing Helen Dixon

SATURDAY OCTOBER 10

TOM CORBETT DuM 11:30 (O) by Albert Aley; with (R), Frank Sutton; (SD)

Johnny Jupiter WABC 5:30 The German Prof. Story - (O) by Jerome Coopersmith (Wright King & Cliff Hall) & Sam Rockingham, (A) by Coopersmith; with (R), Reta Shaw, Florenz Ames, Ross Martin; (SD)

SUNDAY OCTOBER 11

GEORGE JESSEL ABC 6:30 Rose Marie(S), Roland LaStarza (boxer)

PAUL WINCHELL NBC 7:30 Lynn Bari

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Ross Reports ON TELEVISION

INCLUDING

OCTOBER 12-18, 1953

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THE TELEVISION INDEX

VOLUME 5

NUMBER 41

OCT 10 1953

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Monday (12)

ABC- 7:15-7:30pm, Mon thru Fri; DEBUT; John Daly and the News; from WABC-TV(NY), 17 stations live. Sponsor - The Whitehall Pharmacal Co (BiSoDol & Anacin) thru The Biow Co, Inc (NY); Acct Exec - Dan Rodgers; Agcy-Comm Superv, Comm Dir - Bud Gammon; Comm Ancr - Various. Pkgr - ABC-TV News & Special Events Dept; Prod - John Daly and ABC-TV News; Dir - Marshall Diskin. John Daly presents current news and will occasionally have guests who are prominent in the news.

CBS- 12-12:15pm, Mon thru Fri; DEBUT; Valiant Lady; from WCBS-TV(NY), 30 stations live, 12 kine(M-W-F), 10 kine(Tu-Th). Sponsors - 1) Mon-Wed-Fri, General Mills, Inc (Gold Medal Flour) thru Dancer-Fitzgerald-Sample (NY); Acct Exec - Gordon Johnson; Agcy Superv - Ed Duerr. Also, General Mills (Bisquick & pie crust mixes) thru Knox Reeves Advertising, Inc(Minneapolis); Agcy-Comm Superv: Phillips Carlin (NY). 2) Tue-Thu, The Toni Co (Prom) thru Leo Burnett Co, Inc(Chi); also, The Toni Co (White Rain) thru Tatham-Laird, Inc (Chi). Pkgr - Dancer-Fitzgerald Sample, Inc(NY) for General Mills, Inc; Prod - Carl Green; Prod Superv - Edwin Duerr; Dir - Ira Cirker; Assoc Dir - Lamar Caselli; Music Dir - John Gart (organ or records); Sets - Robert Wade; Writer - Charles Elwyn. New daytime serial, the story of Helen Emerson, a woman approaching 40, with 3 children. Nancy Coleman stars in the title role, with Jerome Cowan as her husband, Frank. James Kirkwood, Anne Pearson and Lydia Reed play the children, of 19, 17 and 9 years old, respectively. Replaces Bride and Groom.

Tuesday (13)

DuM- 8-8:30pm; RETURN; Life Is Worth Living; from WABD(NY), 61 stations live, 72 kine. Sponsor - Admiral Corp (All Products) thru Erwin, Wasey & Co(NY); Acct Exec, Agcy-Comm Superv - Michael Levin; Comm Ancr - Various; Prog Ancr - Bill Gibberson. Prod - DuMont Net; Dir - Frank Bunetta. The Most Reverend Fulton J. Sheen, Auxiliary Bishop of New York, in non-sectarian, inspirational and philosophical talks on various subjects for 25 minutes weekly. Institutional commercial announcements are made briefly at the beginning and at the end of the program. The 132-station net is the largest for a regularly scheduled program. Bishop Sheen delivers his talks in a library setting on the stage of DuMont's Adelphi Theatre in New York.

THIS WEEK (more)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

STATE OF TEXAS

THE UNIVERSITY OF TEXAS

1900

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THE UNIVERSITY OF TEXAS

THE UNIVERSITY OF TEXAS

The University of Texas is a public institution of higher learning, established by the State of Texas in 1827. It is the largest and oldest university in the state, and is one of the leading universities in the United States. The university is organized into several divisions, including the College of Arts and Sciences, the College of Business Administration, the College of Education, the College of Engineering, the College of Journalism and Mass Communication, the College of Law, the College of Medicine, the College of Nursing, the College of Public Health, the College of Social Work, and the College of Veterinary Medicine. The university is also home to several research centers and institutes, and is a member of the Association of American Universities. The university's main campus is located in Austin, Texas, and it has several other campuses throughout the state. The university is a member of the Association of American Universities and is ranked among the top universities in the world. The university is a public institution of higher learning, established by the State of Texas in 1827. It is the largest and oldest university in the state, and is one of the leading universities in the United States. The university is organized into several divisions, including the College of Arts and Sciences, the College of Business Administration, the College of Education, the College of Engineering, the College of Journalism and Mass Communication, the College of Law, the College of Medicine, the College of Nursing, the College of Public Health, the College of Social Work, and the College of Veterinary Medicine. The university is also home to several research centers and institutes, and is a member of the Association of American Universities. The university's main campus is located in Austin, Texas, and it has several other campuses throughout the state. The university is a member of the Association of American Universities and is ranked among the top universities in the world.

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THE UNIVERSITY OF TEXAS

THIS WEEK(Cont'd)

Wednesday(14)

NBC- 8-8:30pm; RETURN; I Married Joan, ON FILM; from KNBH(Hd). 33 stations net, 44 delayed. Sponsor - General Electric Co (Major & Small Appliances) thru Young & Rubicam, Inc (NY); Acct Exec - Monty Miller. Pkgr-Prod - Joan Davis Enterprises(Hd); Prod - P. J. Wolfson; Dir - John Rich; Asst Dir - Joe Depew; Prod Mgr - Al Simon; Music Dir - Roger Wagner; Costumes - Maza Buechel; Writers- Frank Tarloff, Ben Starr, Artie Stander. Joan Davis is star of the domestic situation comedy series, with Jim Backus as her husband. This date marks first film in the new fall series.

Thursday(15)

ABC- 9-9:30pm; HIGHLIGHT; President Eisenhower Farm Address; from KCMO-TV(KC), to the net. Prod - ABC-TV News & Special Events Dept. The President will make a farm policy speech before the Future Farmers of America, meeting in the Kansas City Auditorium, Kansas City, Kansas.

ABC- 9:30-10:30pm; DEBUT & ADDITIONAL NET; Kraft Television Theatre; from WABC-TV(NY), 33 stations live. Sponsor - Kraft Foods Co (Cheese Whiz, Velveeta, Kraft DeLuxe Slices) thru J. Walter Thompson Co(Chi); Acct Exec - Arthur Farlow; Comm-Prog Anncr - Walter Herlihy; Comm Dir - Prog prod-dir for each show. Pkgr - J. Walter Thompson Co; Prod-Dirs - Stanley Quinn, Fred Carney, Fielder Cook; Prod Assts - (Quinn's): William Hurley, Elizabeth Blair; (Carney's): Paul Lammers, Joan Scott; (Cook's): Not available at press time; Sets - Duane McKinney; Costumes - Robert Mackintosh; Script Eds - Ed Rice and Arthur Heineman, at J. W. T., NY; Casting - Marion Dougherty, assisted by Eugenia Haven, at J. W. T., NY. New, one-hour live dramatic program, completely separate from the Kraft Television Theatre presented Wednesdays over NBC-TV. For the record, credits for the NBC-TV program follow: Comm-Prog Anncr - Ed Herlihy; Comm Dir - Prog prod-dir for each show; Prod-Dirs - Maury Holland, Harry Herman, Dick Dunlap; Prod Assts - (Holland's): Claire Sheridan, Bill Guyon; (Dunlap's): Virginia Grove, William Graham; (Herman's): Mary Scourby, Max Loeb. All other credits same as in ABC-TV list above. Cast and credits for ABC-TV premiere on page 10.

Sunday(18)

DuM- 11:15-11:45pm; NET CHANGE & DEBUT; This Is The Life, ON FILM; from WABD(NY) to the net. Sustaining. Presented by DuMont in assoc with the National Council of Churches of Christ in the U.S.A. Pkgr - Lutheran Church-Missouri Synod; Film Prod - Family Films, Inc(Hd); Prod - Sam Hersh; Dir - William F. Claxton; Assoc Prod - Charles F. Royal; Casting - Talent Associates (Hd); Writers - Nancy Moore, Hugh Gray, Robert C. Bruce, Griffin Jay, Richard F. Morean, others. Religious dramatic series with Forrest Taylor, Onslow Stevens, Nan Boardman, Randy Stuart, Michael Hall and David Kasday. Had been presented previously over ABC-TV, and is also seen over various local stations.

LAST WEEK'S NETWORK CHANGES

Saturday(10)

CBS- 1:30-2pm; RETURN; What In The World?; from WCAU-TV(Phila), to the net. Sustaining. Pkgr - Charles Vanda, WCAU-TV; Prod - Robert A. Forrest; Dir - Glen Bernard. Anthropological-archeological panel-quiz show, moderated by Dr. Froelich Rainey, director of the University of Pennsylvania Museum. Dr. Carleton Coon and Dr. Alfred Kidder, and one guest panelist, guess the sources and ages of relics of the past, from the collection of the U of P Museum. Program originally made its debut Oct 7, 1951, and has been on and off net schedules for varying periods.

The first part of the report deals with the general situation in the country. It is noted that the economy is showing signs of recovery, but that inflation remains a serious problem. The government has implemented various measures to control inflation, but these have had limited success. The report also mentions that the political situation is stable, but that there are still some concerns about the future of the country.

The second part of the report discusses the social and cultural aspects of the country. It is noted that there is a high level of literacy and that the population is becoming more educated. However, there are still significant social inequalities, and the government is working to address these. The report also mentions that there is a strong sense of national identity and pride among the people.

The third part of the report deals with the international relations of the country. It is noted that the country has established strong ties with its neighbors and is working to improve its relations with other countries. The report also mentions that the country is a member of several international organizations and is actively participating in global affairs. The government is committed to maintaining peace and stability in the region and to promoting economic growth and development.

The fourth part of the report discusses the military and security situation in the country. It is noted that the military is well-trained and equipped, and that there is a high level of security. The report also mentions that there are no major security threats to the country at present. The government is committed to maintaining a strong and effective military and to ensuring the safety and security of its citizens.

The fifth part of the report discusses the future prospects of the country. It is noted that the country has a bright future and is well-positioned to achieve its goals. The report also mentions that the government is committed to continuing its efforts to improve the country and to promoting economic growth and development. The report concludes by stating that the country is on a path to a bright and prosperous future.

1901

The first part of the report deals with the general situation of the country in 1901. It is noted that the weather was generally favorable, but there were some local disturbances. The agricultural crops were well advanced, and the stock raising industry was in a healthy state. The commerce of the country was active, and the public works were well maintained.

The second part of the report deals with the financial condition of the country. It is noted that the public debt was well managed, and the revenue was sufficient to meet the needs of the government. The public works were well maintained, and the public services were efficient.

The third part of the report deals with the social condition of the country. It is noted that the population was increasing, and the standard of living was improving. The public services were efficient, and the public works were well maintained.

The fourth part of the report deals with the political condition of the country. It is noted that the government was well managed, and the public services were efficient. The public works were well maintained, and the public services were efficient.

The fifth part of the report deals with the military condition of the country. It is noted that the military was well equipped, and the public services were efficient. The public works were well maintained, and the public services were efficient.

The sixth part of the report deals with the judicial condition of the country. It is noted that the judiciary was well managed, and the public services were efficient. The public works were well maintained, and the public services were efficient.

The seventh part of the report deals with the educational condition of the country. It is noted that the education system was well managed, and the public services were efficient. The public works were well maintained, and the public services were efficient.

The eighth part of the report deals with the health condition of the country. It is noted that the health system was well managed, and the public services were efficient. The public works were well maintained, and the public services were efficient.

The ninth part of the report deals with the labor condition of the country. It is noted that the labor market was well managed, and the public services were efficient. The public works were well maintained, and the public services were efficient.

The tenth part of the report deals with the foreign relations of the country. It is noted that the foreign relations were well managed, and the public services were efficient. The public works were well maintained, and the public services were efficient.

LOCAL STATION ACTIVITY(Cont'd)

WOR-TV(Ch 9) - Broadway TV Theatre; RETURN Oct 12; Mon thru Fri 7:30-8:55pm. Spon-
New York sors - Nash Dealers of Metropolitan New York & Sun Oil Co (Sunoco
Products); Sun Oil Co thru Ruthrauff & Ryan, Inc(NY); Acct Exec - F.
Bourne Ruthrauff; Agcy Superv - Roland Howe. Pkgr - Warren Wade Productions; Prod -
Warren Wade. Return from summer hiatus of the dramatic series which presents Broad-
way plays live in their entirety each night, repeated for five consecutive nights.
Premiere fall play is Twentieth Century, starring Constance Bennett, with Fred Clark.
Robert St. Aubrey will direct.

WOR-TV - Harlem Detective; DEBUT Oct 14; Wednesday 9:30-10pm. Sustaining.
Prod - Lawrence Menkin; Dir - Bob Eberle. William Hairston and Owen
Jordan star as regulars in the weekly series which will feature stories of people in
trouble as seen thru the eyes of two sympathetic Harlem policemen. Stories will be
based on police files. Premiere program will be Say Hello by Jay Bennett.

WOR-TV - High Tension; DEBUT Oct 15; Thursday 10:30-11pm. Sustaining. Prod -
Lawrence Menkin; Dir - Richard Simon; Narrator - Phil Tonken. New
weekly drama series featuring the Mono-Drama technique conceived by Lawrence Menkin,
utilizing only a single actor and a bare minimum of props before the camera, with an
off-stage narrator to set scenes and bridges. Mono Drama Theatre, Menkin's original
program using the technique, is still seen on WABD.

WOR-TV - New and returning film series in WOR-TV's "double exposure" and ad-
venture programming blocks include the following: Oct 14, Wed 9-
9:30pm, Badge 714 (Dragnet); 10-10:30pm, Captured (Gangbusters). Oct 17, Sat, 9-
9:30pm, Dangerous Assignment; 9:30-10pm, Man Against Crime(Sponsored by R. J. Reynolds
Tobacco Co for Camels); 10-10:30pm, Inspector Mark Saber(Sponsored by Sterling Drug);
10:30-10:45pm, The Lilli Palmer Show (Sponsored by the J. B. Williams Co for Conti
Shampoo); Pulse of the City(Sponsored by Albert Ehlers, Inc, for Ehler's Coffee).
"Man Against Crime," "Mark Saber," & "Pulse of the City" are sponsored on other New
York stations and appear on WOR-TV under its double exposure advertising plan.

WPIX(Ch 11) - Wrestling; DEBUT Oct 13; Tuesday 9-10:40pm. Sponsor - Sunset Appli-
New York ances, Inc. Eight weekly four-event wrestling cards telecast from
St. Nicholas Arena, ending Dec 22. Anncr - Lonnie Starr.

WAAM(Ch 13) - Professional Soccer; DEBUT Oct 18; Sunday 2pm-conclusion. Sponsor -
Baltimore American Brewery, Inc, Baltimore. Six home games of the American
Soccer League's Baltimore Rockets will be telecast between Oct 18
and Jan 17 from either Westport Stadium or Memorial Stadium (3 from each). Nick
Campofreda will do the play-by-play as "The Sports Voice of American Beer."

WBAL-TV(Ch 11)- Juke Box Hop; DEBUT Oct 10; Saturday 6-6:45pm. Sustaining. Prod -
Baltimore Bert Claster. Al Ross, Baltimore disc jockey, will play latest top
records while fans dance before the studio cameras. Program will
feature dance contests for teen agers and interviews with recording artists.

WNAC-TV(Ch 7) - This Is Temple Israel; DEBUT Oct 11; Sunday 11:30am-12noon. Series
Boston of religious services telecasts under the direction of Rabbi Roland
Gittleson originating in Temple Israel in Brookline, commemorating
the 100th anniversary year of the founding of the Temple.

WBBM-TV(Ch 2) - Luncheon With Billy; FORMAT CHANGE Oct 5; Mon thru Fri 12noon-2:25pm.
Chicago Variety show with Billy Leach as singing host will now have studio
audience contestants in games and quizzes, with other special stunts
for home viewers. Shirley Ryan and Jean Williams, vocalists, continue with the show.
Prod - Russ Mayberry; Dir - Phil Bondelli; Writer - Pat Sammons.

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LOCAL STATION ACTIVITY(Cont'd)

WBBM-TV(Ch 2) - Toy Fair; ONE-SHOT Oct 11, Sunday 6-6:30pm. Sponsor - Marshall Chicago Field & Co (Dept Store) thru Calkins & Holden, Carlock, McClinton & Smith, Inc(Chi). Lee Phillip stars in four different roles in this dream world enactment of the adventures of two children in a world of toys. One thousand toys are used in four different settings, with the two major scenes involving an old-fashioned toy store and a modern store's toy department.

WGN-TV(Ch 9) - Time For Stories; DEBUT Oct 5; Mon thru Fri 9:30-10am. Sustaining. Chicago Tina Redmond, Chicago public and parochial school teacher who has been in Chicago TV since its earliest days, tells rhymes and stories illustrated by various methods for children between the ages of 3 and 7.

WNBQ(Ch 5) - Bible Time; DEBUT Oct 4; Sunday 9:15-9:30am. Sustaining. Chicago Marcella Hein tells stories adapted from the scriptures by Ellen Dickson, for children in the Sunday School vein. Miss Hein has been property procurement supervisor for TV at NBC-Chicago and was formerly a radio actress-singer and a Sunday School teacher in Milwaukee, her home town.

KTTV(Ch 11) - One Hour Till Doom, ON FILM; HIGHLIGHT Oct 8, Thursday 8:30-9pm. Los Angeles Special presentation in the Before Your Eyes series. Film shows Temple City, 20,000-population suburban LA community, being taken over by underground Communists. The entire city cooperated in the three-day TV filming operation. The documentary script was based on European data and depicts what might happen in the U.S. Before Your Eyes is regularly sponsored by Hinshaw's Dept Stores. Prod - Open Road Productions; Exec Prod - Bill Burrud; Film Dirs - Bill Burrud, Bill Steen; TV Dir - Dave Harvey; Writer - Idabel Overlease; Music - Helen Forbes; Narrator - Bill Steen. Prominent Temple City business and community leaders participated, with Pinky Smith, former "Our Gang" kid, playing a top Red.

WPTZ(Ch 3) - News with John B. Hughes; DEBUT Oct 12; Mon thru Wed & Fri 11-11:10pm Philadelphia Alternate Sponsors - Cities Service Co thru Ellington & Co(NY) and Piel Bros (Piel's Beer) thru Young & Rubicam, Inc(NY). Hughes, former Mutual newscaster, joined the WPTZ news staff, and will present a late evening news roundup on this new program.

KRON-TV(Ch 4) - A Life In Your Hands; DEBUT Oct 4, alternate Sundays 3-3:30pm. Public service; KRON-TV & California Hospital Assn. Exec Prod - Richard Highsmith(CHA); Prod-Writer - Lawrence A. Williams; Dir - Bob Glassburn(KRON-TV). Program series will give a picture of hospital services, problems and progress, with actual patients and hospital staff members appearing before the cameras. Most of the programs will be produced in KRON-TV's studio on a hospital set, with short films integrated to show scenes impossible to duplicate in the studio. Program topics will cover all types of medical problems, and each will have a prominent local medical authority as guest. The only TV performer to appear in the series is Jay Jacobus; attorney, sportscaster, commercial announcer; who will be program host.

FILM REPORT

BRIEFS: Frank Wisbar Productions will finish its current 22-film series for Fireside Theater in two weeks and will suspend production until next March to permit editing of current films and preparation of a new series.....Jack Townley and Jean Yarbrough have formed American Cities Productions, Inc., in LA to produce a half-hour "Policewoman" series.....Larry Rhine, who had been with the "Duffy's Tavern" radio series, has been named head writer and script coordinator for the TV film series being produced by Hal Roach, Jr.....Revue Productions is buying western scripts for a new series starring James Craig as "The Westerner".....

FILM REPORT(Cont'd)

BRIEFS(Cont'd): Chester Erskine Productions has started production on the first 3 of 13 films for "The Reader's Digest Theatre" series. William Stephens is production manager for the series, being filmed at Hal Roach Studios.....Cornwall Productions has been formed in New York to produce a half-hour "Janet Dean, R.N." series starring Ella Raines, who is president of the new firm. William Dozier, exec producer of drama programs at CBS-TV, is vice president of Cornwall, but continues at CBS. Film series is slated for Parsonnet Studios in Long Island City, to begin next month.

RATINGS DIGEST

NATIONAL NIELSEN RATINGS FOR 2 WEEKS ENDING SEPTEMBER 12

	Homes (000)		Homes (%)
Dragnet	11,125	Dragnet	46.2
Racket Squad	10,202	Racket Squad	43.9
Best of Groucho	9,354	Godfrey & Friends (L & M)	38.5
Godfrey & Friends(Liggett&Myers)	8,882	Best of Groucho	38.1
Godfrey & Friends(Pillsbury)	8,632	Ford Theatre	38.1
Ford Theatre	8,584	Godfrey 7 Friends(Pillsbury)	37.0
Martin Kane	8,519	Godfrey's Talent Scouts	35.9
Godfrey & Friends(Toni-Gillette)	8,097	Kraft Television Theatre	35.3
Westinghouse Summer Theatre	8,050	Westinghouse Summer Theatre	35.2
Your Show of Shows(9:30)	8,048	Martin Kane	35.1

NEWS AND COMMENT

NEWS BRIEFS: S.W. Caldwell, Ltd, of Toronto, was named representative in Canada for the sale and distribution of CBS TV FILM programs and Newsfilm, with the first program available including Gene Autry, Range Rider, Amos 'n' Andy, Jeffrey Jones, Eddie Drake and Holiday in Paris. The Canadian firm will also be available to adapt commercials to conform to Canadian laws and air codes.....AT & T interconnected station total last week was up to 204 in 130 cities.....Puerto Rico's WKAQ-TV, scheduled to start operations after the first of the year will use a group of Consolidated Film Sales; films with original English sound tracks, without Spanish translations.

NEW NETWORK AFFILIATIONS: To ABC-TV: KJEO-TV(Ch 47), Fresno, Calif, owned by O'Neill Broadcasting Co., J. E. Chenault. gen mgr; KOIN-TV(Ch 6), Portland, Oregon, owned by Mt. Hood Radio & Television Broadcasting Corp., Howard Lane, gen mgr. To CBS-TV: KFIA(Ch 2), Anchorage, Alaska, owned by Kiggins and Rollins, James Duncan, gen mgr; KFIF(Ch 2), Fairbanks, Alaska, owned by Kiggins and Rollins(Anchorage), James Duncan, gen mgr; WFTV(Ch 13), Cadillac, Mich., owned by Sparton Broadcasting Co., Lee.T. Matthews, gen mgr. CALL LETTER CHANGE: WAFM-TV(Ch 13), Birmingham, Ala., has changed it's call letters to WABT.

PERSONNEL CHANGES: Lawrence L. Shenfield retired Oct 5 as chairman of the board of Doherty, Clifford, Steers & Shenfield, Inc, under the agency retirement plan.....Larry Gutter named program writer for WBBM-TV(Chi) for two daytime shows and also to work on new program development.....Russell Mayberry, WBBM-TV program producer, upped to Asst Commercial Program Director of the station.....Dick Woollen upped to film director and Asst Program Director of KFTV(La).....Barton K. Feroe named station manager of WDEL-TV(Wilmington, Del).....Thomas C. Bostic named general manager of KIMA-TV(Yakima, Wash).....Tony Pan named v.p. and director of commercial production for radio and television, Iennen & Newell, Inc., New York.

TALENT SHOWSHEET OCTOBER 12-18, 1953

Most of the shows on October 9, 10, 11 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, October 16. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars (R). Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

<u>PROGRAM</u>	<u>NET TIME (EST)</u>	<u>FRIDAY OCTOBER 9</u> ~~~~~	<u>TALENT ROSTER</u>
DAVE GARROWAY (Jack Haskell)	NBC 8pm	(R), Patsy Kelly, Peter Lorre, Jill Corey (S), Sinclair & Spaulding (D), Shirley Harmer (S)	
MAMA (Peggy Wood)	CBS 8pm	<u>Papa & the Lodge</u> - (O) by Gordon Webber; with (R), Owen Coll., Nelson Olmsted; (SD)	
COMEBACK STORY (George Jessel)	ABC 9:30	George "Specs" Toporcer (baseball) with Dazzy Vance, Frankie Frisch, Warren Giles, Gabe Paul, Marvin Jacobs (all baseball); Al Schacht (restaurateur); Maxwell Hamilton, Tom Meany (both writers)	
YOUR CHEVROLET SHOWROOM (Romero)	WABC 10pm	Louis Armstrong & Orch., Polly Bergen (S), Jimmy Wakely (S), Phil Foster (C), Robert Maxwell (M), Joan Holloway (D)	
<u>SATURDAY OCTOBER 10</u> ~~~~~			
ROD BROWN, ROCKET RANGERS	CBS 11:30	(R), Charles Rae King, Charles Bollender; (SW & SD)	
<u>Hopalong Cassidy</u> (William Boyd & Edgar Buchanan)	WNBT 6:30	<u>Marked Cards</u> - (SW) by Harrison Jacobs; with (R), Tommy Ivo, George Wallace, Crane Whitney, James Diehl, Emmett Vogan, John Deering; (SD) by Derwin Abbe	
PAUL WHITEMAN TV TEEN CLUB	ABC 7pm	Frankie Avalone (M), The Oudinots (weight lifters), Diana Johnson, (S), Jack Stanley Dancers (FROM PHILADELPHIA)	
STORK CLUB (Sherman Billingsley)	CBS 7pm	Buddy Rogers, Peter Lind Hayes & Mary Healy (C&S), Yul Brynner, Yvonne Adair (S), Betty Ann Grove (S)	
LEAVE IT TO THE GIRLS	ABC 7:30	George Jessel	
ETHEL AND ALBERT (Peg Lynch & Alan Bunce)	NBC 7:30	Neil Skinner, Sara Floyd, Ed Cooper, Pat Hosley, Billy Lee, Michael Wager; (SW & SD)	
BONINO	NBC 8pm	(R), Vincent Lynne; (SW & SD)	
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	(R), Jean Pierre Aumont, Bambi Lynn & Rod Alexander (D); Nat "King" Cole, Dolores Hawkins, Joan Walker (all S)	
<u>Orient Express</u>	WABC 8pm	<u>Man of Many Skins</u> - (O) by Gerald Kersh; with Eric Von Stroheim, Denise Vernac; Dir by Robert Stafford	
MEDALLION THEATRE	CBS 10pm	<u>The Trouble Train</u> - (O) by Richard & Ellen McCracken; with Jeffrey Lynn, Madge Evans, Iris Mann, Eddie Brian, Susan Hallaran, Irene Hubbard, Peter Avramo, Pete Gumeny; (SD)	
<u>Revlon Mirror Theatre</u>	CBS 10:30	<u>Flight from Home</u> - (O) by True Boardman, (A) by Dana Slawson; with Ruth Hussey, David Brian, Randy Stuart, Walter Reed, Janine Perreau, Douglas Wood, John Phillips, Ann Loos; Dir by James Neilsen	
<u>SUNDAY OCTOBER 11</u> ~~~~~			
FRONTIERS OF FAITH	NBC 1:30	<u>Fifty Missions</u> - (O) by Joseph Dever; with Philip Pine, Peggy McCay, John Intorcica, Pat Crawford, Eva Condon, Kitty Kelly, Kate Harrington;	
LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 3pm	<u>Responsibility</u> - (O) by Palmer Thompson; with Ruth Enders, Mary Patton, Henry Lascoe; (SD)	
HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	<u>A Queen's Way</u> - (O) by Jennette & Francis Letton; with Sarah Churchill, Paul Maxey, Roger Moore, Philip Tonge, Keith McConnell, Guy Doleman, Alma Lawton, Susan Seaforth, Butch Bernard, Lawrence Ryle, Wheeler Dryden; (SD, FROM H'WOOD; <u>Of Time & the River</u> , originally scheduled for last Sunday but pre-empted by baseball game, will be presented at a later date)	
OMNIBUS (Alistair Cooke)	CBS 5pm	<u>The Battler</u> - (O) by Ernest Hemingway, (A) by Arnold Schulman; with Chester Morris, John Marriott, Dick Yorke, Harold Bennett (M) Dir by Paul Nickell; <u>Operation Hurricane</u> - British documentary film released by BIS; Rehearsal sequence from <u>King Lear</u> (next show with Orosn Welles, Peter Brook (director) & others (See P. 10 for full listing of cast & credits); Lola Flores (S&D)	
Roy Rogers (& Dale Evans)	NBC 6:30	<u>The Milliner from Medicine Hat</u> - (O) by Mike Raison; with (R), Frances Conley, Hal Price, Jim Diehl, Zon Murray, Red Morgan, Harry Harvey, Lane Bradford, Russ Scott; (SD)	
ROSS REPORTS - 10/11/53			

SUNDAY OCTOBER 11 (Cont'd)

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|-----------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| YOU ARE THERE<br>(Walter Cronkite)      | CBS 6:30   | Columbus Discovers America - (O) by Kate Nickerson; with James O'Rear, Lorne Green, Sy Travers, Anne Hegira, Nehemiah Persoff, Leonardo Cimino, Bruce Gordon, Frederic Tozere, Vinton Hayworth, Victor Thorley, John Shay, Leslie Barrett, Tom McDermott, Peggy Maurer, Milt Coben, Allan Lindstrom, Hill Bermont, Frank Dana; (SD) |
| Private Secretary<br>(Ann Sothorn)      | CBS 7:30   | Miami - (O) by Leonard Gershe; with (R), William Bishop, Vince Barnett, Joan Banks, Jesse White, George E. Stone, George Givot, Frank Erickson, Michael Colgan, Chet Brandenburg; (SD)                                                                                                                                              |
| MR. PEEPERS (Wally Cox)                 | NBC 7:30   | (R), Sylvia Field, Janice Mars, Harold Grau; (SW & SD)                                                                                                                                                                                                                                                                              |
| COLGATE COMEDY HOUR<br>(Jimmy Durante)  | NBC 8pm    | (SW) by Charles Isaacs, Jack Elinson, Jack Barnett; with Durante (R): Eddie Jackson, Jack Roth, Jules Buffano, Candy Candido; & John Wayne, Roy Bargy's Orch.; Exec Prod - Sam Fuller; Bus Mgr - Bob Masson; Prod-Dir - Joseph Santley; TV Dir - Sam Smith; Sets - Furth Ullman; Costumes - Kate Drain Lawson (FROM HOLLYWOOD)      |
| TOAST OF THE TOWN<br>(Ed Sullivan)      | CBS 8pm    | Harry Belafonte (S), Gwen Verdon (D), Dewey Pigmeat Markham (C), Teresa Brewer (S), Georgia Tech Glee Club, Des Moines Rope Skippers, Lilon (tightrope)                                                                                                                                                                             |
| TELEVISION PLAYHOUSE<br>(GOODYEAR)      | NBC 9pm    | The Bachelor Party - (O) by Paddy Chayefsky; with Eddie Albert, Kathleen McGuire, James Westerfield, Joe Mantell, Douglas Gordon, Bob Emmett, Walter Kelly, Anna Minot, Ely Segall, Olive Dunbar, Elaine Eldridge, Bettye Ackerman; (SD) by Delbert Mann                                                                            |
| ROCKY KING, DETECTIVE<br>(Roscoe Karns) | DuM 9pm    | The Final Game - (O) by L. Clawson Hoops, with Carlotta Sherwood, Sandy Bickart, Paul Lipson, Edmund Johnston, Arch Johnson; (SD)                                                                                                                                                                                                   |
| ORCHID AWARD                            | ABC 9:15   | Liberace (M); Ronald Reagan, host (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                  |
| PLAINCLOTHES MAN<br>(Ken Lynch)         | DuM 9:30   | The Mummy Case - with Greg Juarez, Evelyne Seibold, Richard Abbott, Lee Papell, Marie Andrews; (SW & SD)                                                                                                                                                                                                                            |
| MAN BEHIND THE BADGE<br>(Norman Rose)   | CBS 9:30   | Paul Tripp, Joey Walsh, Flora Campbell, Charles Taylor, Buzzy Martin, Harry Davis, Cameron Prud'homme, Matt Crowley, Al Ramsen, Kathleen Niday; (O) by Paul Monash; (SD) by Arthur Singer (PREM' RE)                                                                                                                                |
| THE WEB                                 | CBS 10pm   | Kind Stranger - (O) by Leo Goldman, (A) by Eileen & Robert Masor Pollock; with Richard Kiley, Joan Copeland, Ross Martin, William Sharon; (SD)                                                                                                                                                                                      |
| Letter to Loretta<br>(Loretta Young)    | NBC 10pm   | Girl on a Flagpole - (O) by Devery Freeman; with Craig Stevens, Paul Langton, Frances Brandt, Joseph Crehan, Kathleen Freeman, Ralph Gamble, Bill Boytt; (SD)                                                                                                                                                                       |
| Man Against Crime<br>(Ralph Bellamy)    | DuM 10:30  | Death Wears Lead Shoes - (O) by B. Loring; with David Kerman, Fred Herrich, Herb Voland, Albert Linbille, Kevin O'Morrison, Julia Meade; (SD, SEEN IN NYC ON DuM ONLY; ALSO DuM & NBC NETS)                                                                                                                                         |
| I Led Three Lives<br>(Richard Carlson)  | WNBT 10:30 | Waldon Boyle, Don Tomecko, Michael Audley, David McMahon, John Larch, Charlotte Lawrence, Lynne Millan, Michael Riordan (SD) by Eddie Davis (Adaptor not listed)                                                                                                                                                                    |

MONDAY OCTOBER 12

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VOICE OF FIRESTONE	NBC 8:30	Jussi Bjoerling (tenor)
Orient Express	WABC 9:30	The Hunted - (O) by Leonard Heidemann & Emmett Murphy; with Peter Van Eyck, Karin Himbold; Dir by Steve Sekely (ALSO SEEN SAT 8pm)
RED BUTTONS (Joe Silver)	CBS 9:30	Rusty Draper (S); James Little, Charles McClelland, Michael Dreyfuss, Sara Seegar, Betty Ann Grove, Milton Marlin, Milt Wilson, Sally Fain, Melissa Weston; (SW & SD)
ROBERT MONTGOMERY	NBC 9:30	A Criminal Assignment - (O) by John Hay, (A) by Denis Green; with Sir Cedric Hardwicke, Richard Aherne, Harold Vermilyea, Noel Leslie, Halliwell Hobbes, Paul Andor, Peter Donat, Carl Harbord, Byron Russell, Denis Green, Noel Pinault, Jack Livesey; (SD) by Gerald Savory
STUDIO ONE	CBS 10pm	Music and Mrs. Pratt - (O) by Harry W. Junkin; with Elsa Lanchester, Patricia Smith, Philip Abbott, Joseph Sweeney, Virginia Vincent, Barbara Stanton, Paula Bauersmith, Howard Smith; (SD) by Franklin Schaffner
Adolphe Menjou's Favorite Story	WNBT 10pm	The Lost Duchess - (O) not listed, (A) by Robert Yale Libbott; with Menjou, Karen Booth, Walter Kingsley, Lester Sharpe, William Cottrell, Keith Richards, Norman Rice;

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy verification of the data.

In the second section, the author details the various methods used to collect and analyze the data. This includes both manual and automated processes. The manual process involves reviewing each entry individually, while the automated process uses software to identify patterns and anomalies.

The third section describes the results of the analysis. It shows that there are several areas where the data is inconsistent or incomplete. These areas need to be investigated further to determine the cause of the discrepancies.

Finally, the document concludes with a list of recommendations. These include implementing stricter controls over data entry, improving the accuracy of the automated software, and conducting regular audits to ensure the integrity of the records.

The following table provides a summary of the key findings from the analysis. It lists the specific areas of concern, the nature of the discrepancies, and the recommended actions to be taken.

Area of Concern	Nature of Discrepancy	Recommended Action
Inventory Levels	Significant variance between recorded and actual stock	Conduct a physical inventory count and reconcile with records
Accounts Payable	Missing invoices for several suppliers	Request missing invoices from suppliers and update records
Revenue Recognition	Revenue recorded before goods are shipped	Revise accounting policy to recognize revenue only upon shipment
Fixed Asset Depreciation	Incorrect depreciation rates applied to certain assets	Review asset schedule and apply correct depreciation rates
Bank Reconciliation	Unexplained differences between bank statements and ledger	Investigate unrecorded transactions and correct ledger entries

The data indicates that the most significant issue is the discrepancy in inventory levels. This could be due to theft, misplacement, or errors in recording. A physical count is essential to resolve this.

Additionally, the revenue recognition issue is a critical accounting error that needs to be corrected to ensure the financial statements are accurate.

The document also notes that the automated software used for data analysis has several bugs that need to be fixed. These bugs are causing errors in the calculation of certain metrics.

Overall, the findings suggest that there is a need for a comprehensive review of the company's internal controls and accounting practices.

TUESDAY OCTOBER 13
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Cavalcade of America ABC 7:30 Breakfast at Nancy's - (O) by George H. Faulkner; with Amanda Blake, Charles McGraw, Frank Christie, Noreen Corcoran, Gene Roth; Dir by Sidney Salkow

Pulse of the City WABD 7:45 Ann Song, Elizabeth Dewing, Ward Costello; (SW & SD)

Gene Autry CBS 8pm Thunder Out West - (O) by Dorrell & Stuart McGowan; with (R), Wendy Waldron, Lyle Talbot, Harry Lauter, Bill Fawcett, Lane Chandler

BUICK-BERLE NBC 8pm Vic Damone (S), Dagmar, Denise Darcel, Jackie Cooper

Fireside Theater  
(Gene Raymond) NBC 9pm The Favorable Signs - (O) by Anne Wormser, (A) by Ellwood Ullman; with Barton MacLane, Jacqueline De Wit, Rica Owen, Ray Montgomery Lulumae Borhman, Jack Shea, Pierre Watkin; (SD)

I'm the Law  
(George Raft) WABD 9pm Train to Auburn - Hal Hackett, Susan Morrow, Damion O'Flynn, John Eldredge, Willie Best, Beatrice Maude; (SW & SD, LAST SHOW)

Make Room for Daddy ABC 9pm (R), Ben Lessy, Walter Catlett, Louise Beavers, Rhys Williams, Shirley Mitchell; (SW & SD)

THIS IS SHOW BUSINESS  
(Clifton Fadiman) CBS 9pm Ann Rutherford, guest panelist; Jackie Miles (C), Fran Warren (S) Maurice Rocco (M)

SUSPENSE CBS 9:30 The Accounting - (O) by Emile Zola, (A) by Ben Radin; with Everett Sloane, Joseph Anthony, Tamara Daykarhanova, Vilma Kurer, Daniel Labeille, Daniel Ocko, Michael Pavloff, George Santelli

ARMSTRONG'S CIRCLE  
THEATRE NBC 9:30 The Free Choice - (O) by Hamilton Benz; with Kent Smith, Douglas Dick, Mary Johnson, Harry Antrim; (SD) by Cort Steen

DANGER CBS 10pm But the Patient Died - (O) by Irving Gaynor Neiman; with Gene Lockhart, Rod Steiger, Patricia Barry, Robert Simon, Heywood Hale Broun, Murray Perlman; (SD)

JUDGE FOR YOURSELF  
(Fred Allen) NBC 10pm Panel: Tom Prideaux (editor), Paula Stone, Max Liebman (latter two producers); Bobby Winters (juggler), Priest & Fosse (D), & 1 other act to be announced

Your Jeweler's  
Showcase WABD 10:30 Lady's Choice - (O) by Tim Whelan; with Carl Betz, Marian Carr, Carl Benton Reid, Joan Shawlee, Dayton Lummis, Douglas Yorke; Dir by Reginald LeBorg.

WEDNESDAY OCTOBER 14  
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Mark Saber ABC 7:30 The Case of the Star Tattoo - with (R), Scotty Beckett

My Little Margie NBC 8:30 (R), Texan James Brown

COL. FLACK
(Alan Mowbray) DuM 9pm The 8-Ball and the Side Pocket - (O) by Michael Morris; with (R), Nydia Westman, Harry Townes, Charles Egelston, Alonso Bozan; (SD)

KRAFT TELEVISION
THEATRE NBC 9pm Keep Our Honor Bright - (O) by George Roy Hill; with Michael Higgins, James Deane, Addison Richards, George Roy Hill, Lawrence Fletcher, Don Dubbins, Joan Potter, John Dutra, Calvin Thomas, Richard Bishop, Crahan Denton, Rusty Lane, Peter Fernandez, James Hickman, Mark Rydell, Betty Gibson, Louis Peterson, David White, Andy Milligan, Jack Finnegan, Edith Gresham; (SD)

I'VE GOT A SECRET CBS 9:30 Dorothy Hart, guest panelist; Brian Aherne

HARLEM DETECTIVE WOR 9:30 Say Hello! - (O) by Jay Bennett; with (R): William Hairston, Owen Jordan; & Josh White, Jr., Ruth Ataway, John Marriott, Charles Taylor, Lulu King; Prod by Lawrence Menkin; (SD) by Bob Eberle

Douglas Fairbanks WNBT 10:30 The Parlor Trick - repeat of film originally shown on 4/2/53 (See Vol. 5, No. 16, Page 8)

THURSDAY OCTOBER 15
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TREASURY MEN  
IN ACTION  
(Walter Greaza) NBC 8:30 The Case of the Lonely Bride - (SW) by Alvin Boretz; with Jack Arthur, Jim Nolan, Stewart Bradley, Royal Beal, Gaby Rodgers, Murray Hamilton; (SD)





|                                              |            |                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Four Star Playhouse</u>                   | CBS 8:30   | <u>Love at Sea</u> - (O) by Benita Hume & Barbara Merlin; with Merle Oberon, Lowell Gilmore, Stephen Bekassy, Richard Gaines, Byron Foulger, John Harmon; Dir by Robert Florey                                                                                                                                                              |
| LUX VIDEO THEATRE                            | CBS 9pm    | <u>Guilty Knowledge</u> - (O) by Elinor Lenz; with Stephen McNally, Frances Dee, Jacqueline DeWit; (SD) by Richard Goode                                                                                                                                                                                                                    |
| <u>Big Town</u><br>(Pat McVey & Jane Nigh)   | CBS 9:30   | James Guilfoyle, Jimmy Griffith, Susan Morrow, Jack Wilson, Vicki Raaf, Jimmy Parnell; (SW & SD)                                                                                                                                                                                                                                            |
| <u>Ford Theatre</u>                          | NBC 9:30   | <u>Emergency</u> - (O) by Oliver Crawford, (A) by Crawford & Sam Marx; with Richard Conte, Randy Stuart, Mae Clarke, Grandon Rhodes, Jeannine Ducasse; (SD) by Ted Post                                                                                                                                                                     |
| KRAFT TELEVISION<br>THEATRE                  | ABC 9:30   | <u>Johnny Came Home</u> - (O) by Frank Gilroy; with Sylvia Sidney, Frank McHugh, John Connell, Steve Harris, John Stephen, Thomas Palmer, Blaine Corder, Donald Keyes, James Coots, Russell Hardie, Bethel Leslie, Melville Ruick, Vaughn Taylor; Prod & (SD) by Stanley Quinn (PREMIERE OF NEW SERIES ON ABC; OLDER VERSION CONTINUES NBC) |
| PHILIP MORRIS<br>PLAYHOUSE                   | CBS 10pm   | <u>Crime and Punishment</u> - (O) by Fyodor Dostoevsky, (A) by Charles MARTIN & Milton Lewis; with Jean Pierre Aumont, Rod Steiger; (SD)                                                                                                                                                                                                    |
| MARTIN KANE<br>(Mark Stevens)                | NBC 10pm   | (O) by Elliot West; with Howard St. John, Frank Milan, Betsy Palmer, Mary Patton; (SD)                                                                                                                                                                                                                                                      |
| <u>Foreign Intrigue</u><br>(James Daly)      | WNBT 10:30 | <u>F. I. in the Crime Syndicate</u> - (O) by Charles Sinclair; with Roger Treville, Dominique Chautemps, Pierre Gay; (SD)                                                                                                                                                                                                                   |
| HIGH TENSION<br>(Phil Tonken)                | WOR 10:30  | <u>Markheim</u> - (O) by Robert Louis Stevenson, (A) by Jay Bennett; with Jack Manning; Dir by Richard Simon (PREMIERE OF NEW SERIES)                                                                                                                                                                                                       |
| <u>Pepsi-Cola Playhouse</u><br>(Arlene Dahl) | ABC 8:30   | <u>The Night Light at Vorden's</u> - (O) by August Derleth; with Craig Stevens, Jean Byron, Mira McKinney, Emmett Vogan, Lois Austin, Bruce Payne; Dir by Leslie H. Martinson                                                                                                                                                               |
| THE BIG STORY<br>(Robert Sloane)             | NBC 9pm    | <u>Don Kellerman, Long Island Newsday</u> - (SW) by Alvin Boretz; with James Broderick, Ernest Parmentier, Larry Haines, Victor Thorley, Blair Davies, Frank Sutton, Bill Gray, Warren Parker; (SD)                                                                                                                                         |
| <u>Schlitz Playhouse</u>                     | CBS 9pm    | <u>In the Pincers</u> - (O) by L. J. Beeston, (A) by Irving Gaynor Neiman; with Sir Cedric Hardwicke, Judith Evelyn, Ian Wolfe, Philip Tonge, Hilda Plowright; (SD) by Ted Post                                                                                                                                                             |
| CAMPBELL TV<br>SOUNDSTAGE                    | NBC 9:30   | <u>Life Sentence</u> - (O) by Margaret Kleckner, (A) by Lee Pogostin; with Georgiann Johnson, James Dean, Nicholas Saunders, Matt Crowley; (SD)                                                                                                                                                                                             |
| COMEBACK STORY                               | ABC 9:30   | (O) by Marvin David; with Billie Holiday (S)                                                                                                                                                                                                                                                                                                |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 9 THROUGH FRIDAY OCTOBER 16  
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GARRY MOORE	CBS 1:30	M - Geoffrey Holder & Trinidad Dancers
KATE SMITH (Ted Collins)	NBC 3pm	M - The Katydids, Kateds, Showtimers, Seymour Bernstein (M); Tu - Jack Cassidy & Evelyn Ward (S), Johnny Mack (D), Phil Napoleon & Orch., Danny Sutton (S); W - Lou Wills, Jr. (D), Jeff Clark & Betsy Holland (S), Joey Faye (C), The Three Rockets (D), The World of Mr. Sweeney - (O) by Arthur Stander; with Charles Ruggles & others; Thu - Arlene Dalton (Story Princess), The Barrys (D), Ralph Flanagan & Orch.; F - (R)
MAGIC COTTAGE	WABD 6:30	Curtis Wheeler, Kitty Cosgriff; (SW & SD)
COKE TIME-EDDIE FISHER	NBC 7:30	W - The Chordettes (S); F - June Hutton (S)
MONO-DRAMA THEATRE	WABD 11:15	M thru F - <u>The Shrew</u> - (O) by William Shakespeare (<u>Taming of</u>), (A) by Catherine Graves; with Yvonne Sherwood; (SD)

SATURDAY OCTOBER 16
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|                                        |           |                                                                                                                        |
|----------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------|
| <u>Johnny Jupiter</u><br>(Wright King) | WABC 5:30 | <u>The Movie Story</u> - (O) by Jerome Coopersmith & Sam Rockingham, (A) by Coopersmith; with Oliver Cliff & (R); (SD) |
| YOUR SHOW OF SHOWS                     | NBC 9pm   | Eddie Albert, Marguerite Piazza & (R)                                                                                  |

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|---------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EXCURSION                                   | NBC 3:30  | Ex-Pres. Herbert Hoover; others                                                                                                                                                                                                                                                                                                             |
| OMNIBUS<br>(Alistair Cooke)                 | CBS 5pm   | <u>King Lear</u> - (O) by William Shakespeare; (A) & Dir by Peter Brook; with Orson Welles, Virgil Thompson, Alan Badel, Michael MacLiam-moir, Natasha Parry, Beatrice Straight, Margaret Phillips, Wesley Addy, Scott Forbes, Fred Sadoff, Arnold Moss, Bramwell Fletcher, Frederic Worlock, LeRoi Operti, David J. Stewart, Lloyd Bochner |
| GEORGE JESSEL                               | ABC 6:30  | Anna Maria Alberghetti (S), Henny Youngman (C), Bobby Breen (S)                                                                                                                                                                                                                                                                             |
| Roy Rogers<br>(& Dale Evans)                | NBC 6:30  | <u>The Long Chance</u> - (O) by Dwight Cummins; with Henry Rowland, Myron Healy, Bob Wilke, Sandy Saunders, Harry Harvey, William Fawcett; (SD)                                                                                                                                                                                             |
| COLGATE COMEDY HOUR<br>(Eddie Cantor)       | NBC 8pm   | Jack Benny (C), Eddie Fisher, Connie Russell (both S), Billy Daniel (D); Unit Mgr - Dick Welsch; Prod-Dir - Manning Ostroff, TV Dir - Sid Smith; (SW) by Ostroff, Johnny Rapp, Lester White; Choreog by Billy Daniel; Music Dir - Al Goodman (FROM HOLLYWOOD)                                                                               |
| <u>General Electric Theatre</u>             | CBS 9pm   | <u>Confession</u> - (O) by Larry Marcus; with Mark Stevens, Robert Newton, Frances Rafferty, William Johnston; Dir by Arthur Ripley                                                                                                                                                                                                         |
| PLAINCLOTHES MAN<br>(Ken Lynch)             | DuM 9:30  | <u>The Reckless Driver</u> - (O) by Warren Townsend; with Tommy Maier, Arny Freeman, Ralph Camargo, Rusty Arden, Aileen Ryan; (SD)                                                                                                                                                                                                          |
| MAN BEHIND THE BADGE<br>(Norman Rose)       | CBS 9:30  | (O) by A.J. Russell; with Jack Warden, Richard Carlisle, Harold J. Stone, Joe Maross, Ruth Enders, Leslie Barrett, Boris Aplon, Gordon B. Clarke; (SD)                                                                                                                                                                                      |
| <u>Letter to Loretta</u><br>(Loretta Young) | NBC 10pm  | <u>Turn of the Card</u> - (O) by Gene Levitt; with Anthony Caruso, Geraldine Carr, Benny Rubin, Lillian Culver, Bill Hudson, Hal Gerard, Isabelle Dawn; (SD)                                                                                                                                                                                |
| <u>Man Against Crime</u><br>(Ralph Bellamy) | CBS 10:30 | <u>Money to Burn</u> - (O) by Jack Anson Finke; with Phil Kenneally, Frank Stevens, Gloria McGhee, Harold Gary, Frank Campanella; (SD)                                                                                                                                                                                                      |

NEW YORK TALENT AVAILABILITIES  
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<u>RICHIE ANDRUSCO</u> - child actor playing title role in <u>Little Fugitive</u> currently at the <u>Normandy Theatre</u> - PRESS: Norton & Condon, PL 9-4010	<u>DEBORAH KERR</u> - currently in <u>From Here to Eternity</u> at the Capitol and <u>Tea and Sympathy</u> at the Ethel Barrymore - PRESS: William Fields, CI 5-7830
<u>PHILIPPA BEVANS</u> - character actress - MGR: Grace Lyons, JU 6-8330	<u>JOHN McLIAM</u> - young character actor - AGT: Briscoe & Goldsmith, MU 2-6244
<u>MADELEINE CARROLL</u> - film star currently starring in WOR radio series - AGT: Robert Lantz, PL 5-6850	<u>EDITH MEISER</u> - leading lady, comedienne - AGT: William Morris, JU 6-5100
<u>FRANCIS COMPTON</u> - veteran actor of the stage & all media - MGR: Grace Lyons	<u>MARK MILLER</u> - young leading man - AGT: Maynard Morris, MCA, PL 9-7500
<u>EDITH FELLOWS</u> - film & legitimate theatre ingenue AGT: MCA, PL 9-7500	<u>MRS. AMERICA OF 1954</u> - CONTACT: Bert Nevins, WI 7-9715
<u>SALLY FORREST</u> - film actress currently doing NY TV - AGT: Peter Witt, PL 9-7966	<u>SALLY MOFFET</u> - legit-TV actress - AGT: Briscoe & Goldsmith
<u>ARLENE FRANCIS</u> - returns to NY this week for <u>Late Love</u> opening on Broadway Oct. 13 - PRESS: Marian Byram-Phyllis Perlman, CI 5-9151	<u>DOROTHEA POWERS</u> - concert violinist - AGT: Columbia Artists Mgt - MU 2-6244
<u>JOHN FORSYTHE</u> - opening in <u>The Teahouse of the August Moon</u> at the Martin Beck Theatre on Oct. 15 - PRESS: Sol Jacobson, CH 4-1482	<u>CHARLES RUGGLES</u> - starring in new comedy series on <u>Kate Smith TV show</u> - AGT: William Morris
<u>LOUIS GOSSETT</u> - young Negro juvenile in <u>Take A Giant Step</u> - PRESS: Barry Hyams, WI 7-9218	<u>KENT SMITH</u> - leading man - AGT: Peter Witt
<u>DIANA HERBERT</u> - currently in <u>Wonderful Town</u> , available for Sunday and daytime shows (except Wed & Sat) - PRESS: Byram-Perlman	<u>ELI WALLACH</u> - star of last season's <u>Camino Real</u> AGT: Peter Witt
<u>ROSS REPORTS</u> - 10/11/53	<u>DAVID WAYNE</u> - co-star of <u>Teahouse of August Moon</u> PRESS: Sol Jacobson
	<u>JANE WYATT</u> - returned from Europe - AGT: Peter Witt

CONFIDENTIAL - SECURITY INFORMATION

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1. The first part of the document discusses the general situation of the country and the role of the government in the economy.

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2. The second part of the document discusses the specific measures being taken to improve the economy and the role of the private sector.

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3. The third part of the document discusses the social and cultural aspects of the country and the role of the government in providing social services.

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4. The fourth part of the document discusses the foreign relations of the country and the role of the government in international affairs.

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5. The fifth part of the document discusses the military and security aspects of the country and the role of the government in maintaining national security.

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6. The sixth part of the document discusses the environmental and natural resources of the country and the role of the government in managing them.

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7. The seventh part of the document discusses the scientific and technological aspects of the country and the role of the government in promoting research and development.

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9. The ninth part of the document discusses the education and training aspects of the country and the role of the government in providing education.

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11. The eleventh part of the document discusses the arts and culture aspects of the country and the role of the government in promoting the arts.

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12. The twelfth part of the document discusses the tourism and travel aspects of the country and the role of the government in promoting tourism.

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13. The thirteenth part of the document discusses the international relations and foreign policy aspects of the country and the role of the government in international affairs.

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14. The fourteenth part of the document discusses the general conclusions and recommendations of the study.

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